


**2016 Election and Your PTA**  
National Representative  
2016



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**Goals of the Presentation**

**At the end of this presentation,  
you will understand:**

- How to remain nonpartisan
- What your PTA can do
- How you can help with voter registration
- Permissible Election Day activities



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**PTA AND  
VOTER  
ENGAGEMENT:  
THE BASICS**



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### How to be Nonpartisan: PTA Advocacy Basics

- National PTA is a 501(c) (3) nonprofit and leads the association's federal advocacy work
- State and local PTA units are independently incorporated 501 (c) (3) organizations
- National PTA does not operate a 501(c)(4)



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### Why should PTA's pursue voter engagement?

To advance the mission and values of PTA

To increase voter turnout numbers

To build clout for the association

To get PTA priorities in front of legislators and local leaders



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### Why are nonprofits suitable for voter engagement efforts?



Have unique access to underrepresented populations

Have trust and respect in the community

Have proven effectiveness at engaging members and community



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**Advocacy: Increasing Turnout Requires Local Engagement**



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**PREPARING FOR  
YOUR VOTER  
ENGAGEMENT  
EFFORTS:  
USING THE  
TIMELINE**



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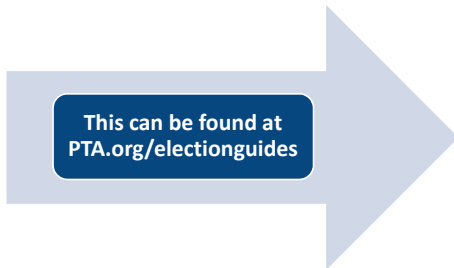
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**Voter Registration and Engagement  
Timeline**



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**Leadership and Buy-In**

- ➔ Choose a volunteer or staff member to lead for your efforts
- ➔ Get approval from your PTA president
- ➔ Make sure to get support from other members of your unit

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**Point of Contact**

Determine where your membership and community are going to come into contact with you to learn about your voter engagement efforts.

- Classes and trainings
- Meetings
- Community Events
- In the lobby or office of the PTA

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**Become Familiar with Voting Laws in Your State**

Know important dates and rules

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Visit Nonprofit VOTE's website  
<http://www.nonprofitvote.org/voting-in-your-state/>

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## Advocacy: Nonprofit Vote

Nonprofit VOTE has a wealth of election related resources for you to browse through.




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## Advocacy: Benefits of Voting Factsheet

Nonprofits have a special role to play in increasing voter turnout. Learn about the range of permissible nonpartisan activities in our guide, Nonprofits, Voting & Elections.




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### Promoting vs. Conducting Voter Registration

You PTA needs to choose whether it wants to promote voter registration or actually conduct it.

Promoting	Conducting
Involves distributing information, sharing links on your website, social media, newsletters, and providing materials at meetings.	Involves engaging with potential voters and gather information to register them to vote in the next election cycle.

<http://www.nonprofitvote.org/new-voter-registration-tool/>




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### Advocacy: Voter Registration Tool

You can add this to your web page to provide members with information on registering to vote



★ GET A VOTER REGISTRATION TOOL for your website

POWERED BY ROCKVOTE




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### Advocacy: Voting in Your State

A state-by-state guide produced by Nonprofit VOTE that provides up to date information from state election officials on state election policies, procedures, and regulations.

Select a State

- ✓ Register to Vote and Check Your Registration
- ✓ Learn about Voter ID
- ✓ Explore Early Voting Options
- ✓ Find Your Polling Place
- ✓ Contact Your Local Elections Office
- ✓ Learn about Voting as an Ex-Offender




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### Voter Registration: Tips

- Do the bulk of your voter registration activities in the 2-3 months before the registration deadline
- Combine the registration drive with other PTA events
- Updating a voter's address is just as important, to ensure they can go to the most convenient poll location
- Plan an event for National Voter Registration Day on September 20

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### Planning a Voter Registration Drive



- Have a plan and ensure all volunteers know about it
- Make sure you have the appropriate amount of staff and training
- Know your association's registration goals
- Have a system in place for turning in completed registration forms

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### CANDIDATE ENGAGEMENT



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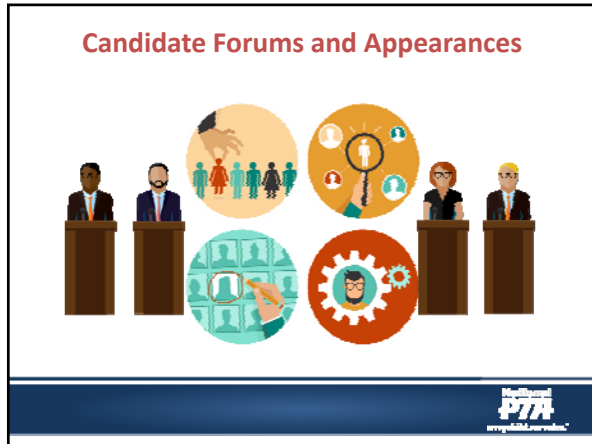
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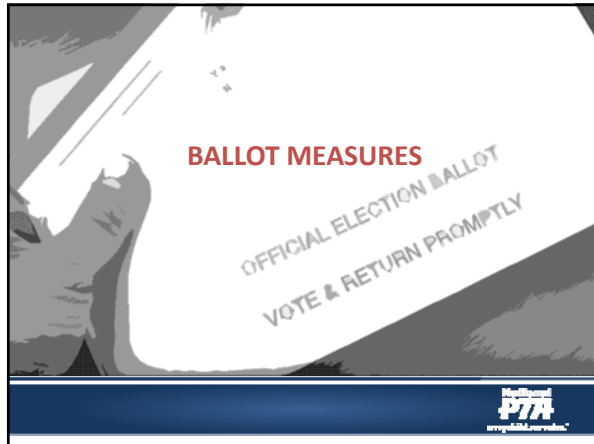
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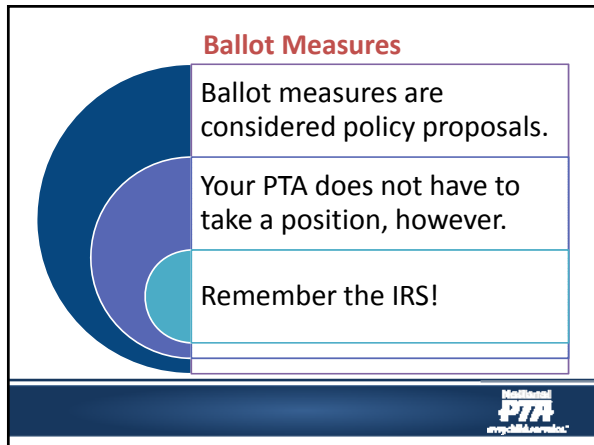
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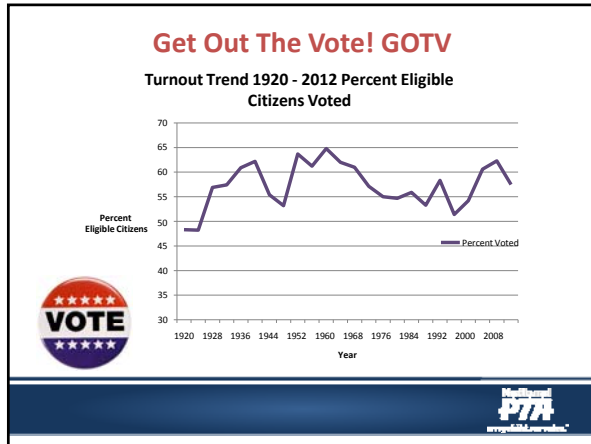
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### What does this look like?

Encourage friends, family, and neighbors.	Remind PTA members.	Provide early voting information.	Stress the importance of vote on ballot measures.	Raise the volume!
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National PTA  
www.nptanet.org

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### On Election Day...

Show support of Election Day by giving staff time to go vote.

Ask your staff and volunteers if they voted and encourage them to do so.

Celebrate democracy with an Election Day party.

National PTA  
www.nptanet.org

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**Resources**

Please visit  
**PTA.org/electionguides**  
for more information



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**National Standards for Family-School Partnerships**





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**Visit PTA.org to stay connected!**

- **Site map** for our programs, tools and resources
- **Social media** (Facebook, Flickr, Instagram, LinkedIn, One Voice Blog, Pinterest, Twitter, YouTube)

**About PTA**

- History & Mission
- Leadership
- Membership
- Structure & Governance
- Financials & Fundraising
- Partners & Collaborators
- Press

**Work & Culture**

- Work Environment
- Our Values
- Work-Life Balance
- Health & Wellness
- Professional Development
- Recruitment & Retention
- Compensation & Benefits

**Advocacy**

- Policy & Legislation
- Public Affairs
- Communications
- Government Relations
- Intergovernmental Affairs
- Public Policy
- Public Opinion
- Public Relations
- Public Safety
- Public Works

**Education**


- Education Policy
- Education Reform
- Education Research
- Education Statistics
- Education Technology
- Education Trends
- Education Workforce
- Education Policy
- Education Reform
- Education Research
- Education Statistics
- Education Technology
- Education Trends
- Education Workforce

**Public Policy**

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## Advocacy

- Sign up for *PTA Takes Action Network*
- Access Advocacy Toolkit
- Review National PTA Federal Policy Agenda
- Join fellow PTA advocates for the annual National PTA Legislative Conference
- For more information, visit [pta.org/advocacy](http://pta.org/advocacy)



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## Membership Benefits

**You Are a Part of a Network:**


- 54 PTA Congresses: including Puerto Rico, Europe DOD, and Virgin Islands
- Over 20,000 PTAs and several million members

**You Are a Part of a Network with Benefits:**

- AARP, Boxed, Hertz, LifeLock, MetLife, Quicken Loans, Schwan's Cares, Sylvan Learning, and TeenSafe
- Visit [PTA.org/Benefits](http://PTA.org/Benefits) to learn more

**You Are a Part of a Network with Support:**

- Customizable membership applications, marketing materials, and information on new and existing benefit providers
- Visit [PTA.org/Today](http://PTA.org/Today) to learn more



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## Questions?

**Reach out to National PTA's Government Affairs staff with any Election Day questions!**

**Phone: 703-518-1200**

**E-mail: [govtaffairs@pta.org](mailto:govtaffairs@pta.org)**



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For more information  
[www.PTA.org](http://www.PTA.org)



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