



## **2016 Election and Your PTA**

### **National Representative**

### **2016**

# 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

# PTA AND VOTER ENGAGEMENT: THE BASICS



# 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)



# 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

# 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**

# Advocacy: Increasing Turnout Requires Local Engagement



# PREPARING FOR YOUR VOTER ENGAGEMENT EFFORTS: USING THE TIMELINE





# Voter Registration and Engagement Timeline



This can be found at  
[PTA.org/electionguides](https://www.pta.org/electionguides)

## 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**

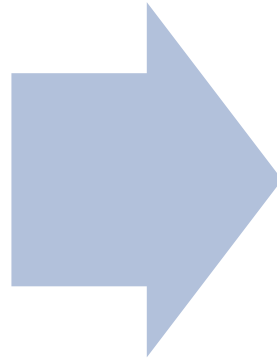
# Point of Contact

**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**

# Become Familiar with Voting Laws in Your State

**Know important  
dates and rules**



**Visit Nonprofit  
VOTE's website**

<http://www.nonprofitvote.org/voting-in-your-state/>

# Advocacy: Nonprofit Vote

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



# 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.

Benefits  
★  
OF VOTING

**Voter Registration**

Before completing this form, review the General, Appendix A, and Appendix B instructions for your state.

This space for office use only.

Are you a citizen of the United States of America?  
If you are 18 years old on or before election day?  
If you checked "No" in response to either of these questions, do not complete form.  
Please see state-specific instructions for rules regarding eligibility to register prior to age 18.)

1	Home Address	Last Name	First Name	Apt. or Lot	City/Town	Middle Name(s)	State	
2	Address Where You Get Your Mail (If different from above)							
3	Date of Birth		Telephone Number (optional)		City/Town			State
4	Month		Day	Year	City/Town			State
5	Choice of Party (see item 7 in the instructions for your State)		Race or Ethnic Group (see item 8 in the instructions for your State)		City/Town			State
6	Signature							
7	I have read the state's instructions and I swear/affirm that: I am a resident of this state and							
8	Please sign full name							

# VOTER REGISTRATION

# 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://A/www.nonprofitvote.org/new-voter-registration-tool/>



# 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:  
**ROCKTHEVOTE**

# 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.



- ✓ 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

# 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

# Planning a Voter Registration Drive



# CANDIDATE ENGAGEMENT



# Candidate Forums and Appearances



# Candidate Questionnaires

2. To what extent do you agree with the following?

- ☐ Disagree Completely
- ☐ Strongly Disagree
- ☐ Somewhat Disagree
- ☐ Somewhat Agree
- ☒ Strongly Agree
- ☐ Completely



# Candidate Engagement: Candidate Forums, Appearances and More Webinar





# BALLOT MEASURES

OFFICIAL ELECTION BALLOT  
VOTE & RETURN PROMPTLY

# Ballot Measures



Ballot measures are considered policy proposals.

Your PTA does not have to take a position, however.

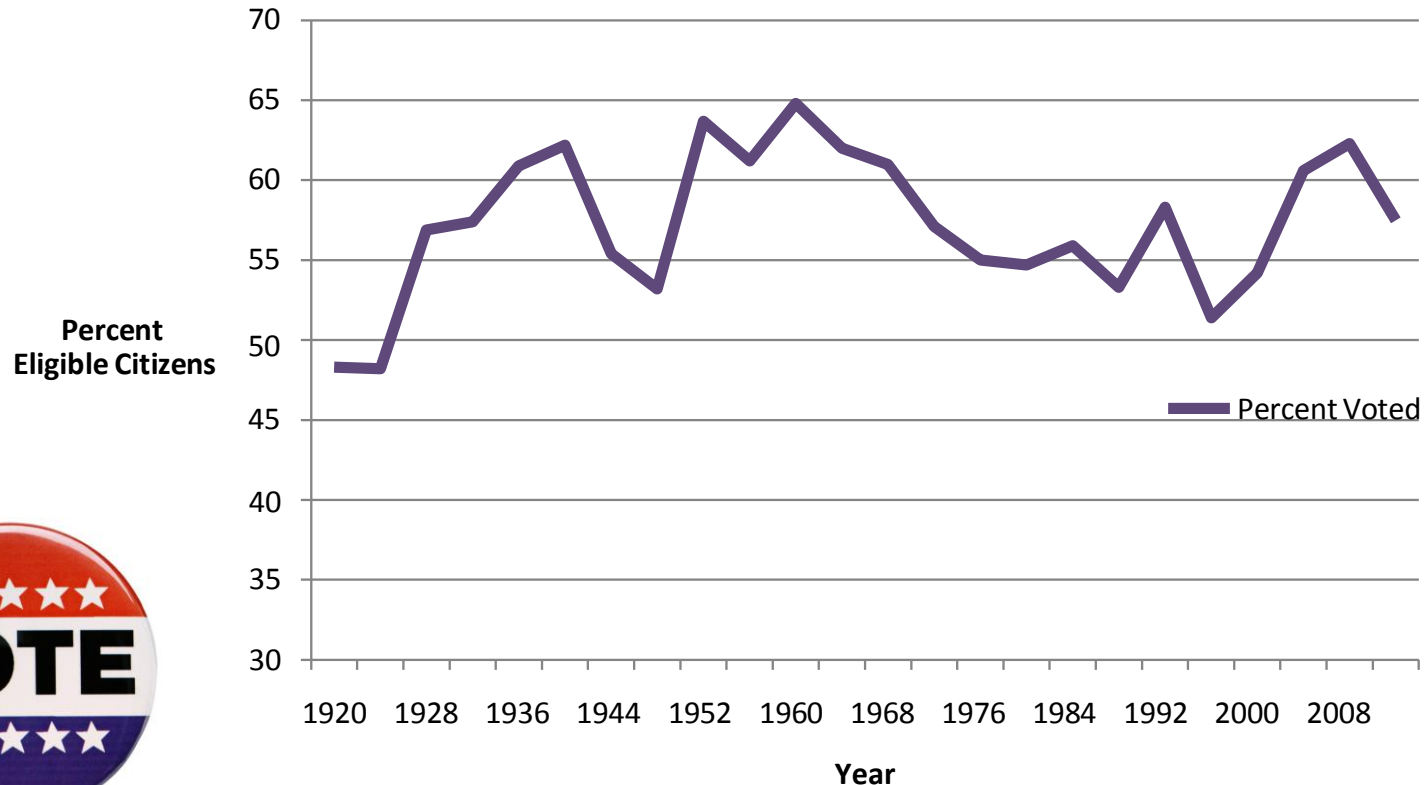
Remember the IRS!

A hand in a dark suit sleeve is shown from the right, holding a white rectangular ballot and placing it into a slot in a light gray ballot box. The background is white.

# ELECTION DAY ACTIVITIES

# Get Out The Vote! GOTV

## Turnout Trend 1920 - 2012 Percent Eligible Citizens Voted



# 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!**

## 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.

## Resources

Please visit  
[PTA.org/electionguides](https://pta.org/electionguides)  
for more information

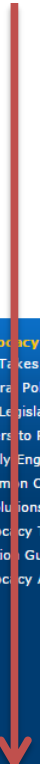
# National Standards for Family-School Partnerships





# 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  
Governance  
Member Benefits Providers  
Sponsors & Collaborators  
Reports & Financials  
Careers at National PTA  
Donate  
Join

## News & Events

News Releases  
One Voice Blog  
Our Children Magazine  
Conferences & Events  
State Conventions & Training  
Legislative Conference  
Annual Convention

## Advocacy

PTA Takes Action Network  
Federal Policy Agenda  
Key Legislation  
Letters to Policymakers  
Family Engagement in Education Act  
Common Core State Standards  
Resolutions & Position Statements  
Advocacy Toolkit  
Election Guides  
Advocacy Awards

## At School

School of Excellence  
Reflections Arts Program  
Family Reading Experience  
Connect for Respect  
Healthy Lifestyles  
Safety at Home and at Play  
Every Child in Focus  
Take Your Family to School Week  
Teacher Appreciation Week  
Awards & Grants  
Family Engagement Tools

## For Families

Parent Guides to Student Success  
Health  
Safety  
Special Education Toolkit

## PTA Leaders

Running Your PTA  
Fundraising Marketplace  
Diversify Your PTA  
E-Learning  
Back-to-School Kit  
National Board Member Info  
Become a National PTA Leader



# 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)

# 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](https://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](https://pta.org/Today) to learn more

# 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)**



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