



Engaging Parents and Families in Grassroots Advocacy
National Representative
2016

The Power of PTA

National
PTA[®]

everychild. one voice.[®]

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PTA[®]

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Advocacy on Behalf of Every Child

What Sets National PTA Apart?

By the end of this workshop you will be able to:

- Define the term advocacy
- Understand the basics of PTA's advocacy work
- Successfully conduct a grassroots advocacy campaign

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)



PTA Advocacy Basics (continued)

- National PTA does not take positions for or against state-level policies
- National PTA annual public policy agenda guides federal advocacy
- State and local PTAs are encouraged to align with National PTA's positions
- State and local PTAs may not contradict national resolutions or position statements

What is PTA Advocacy?

**PTA Advocacy is speaking up
for every child...**

It's More than legislation!...

It's program implementation,
school improvement
strategies, standards and
curriculum development, etc.

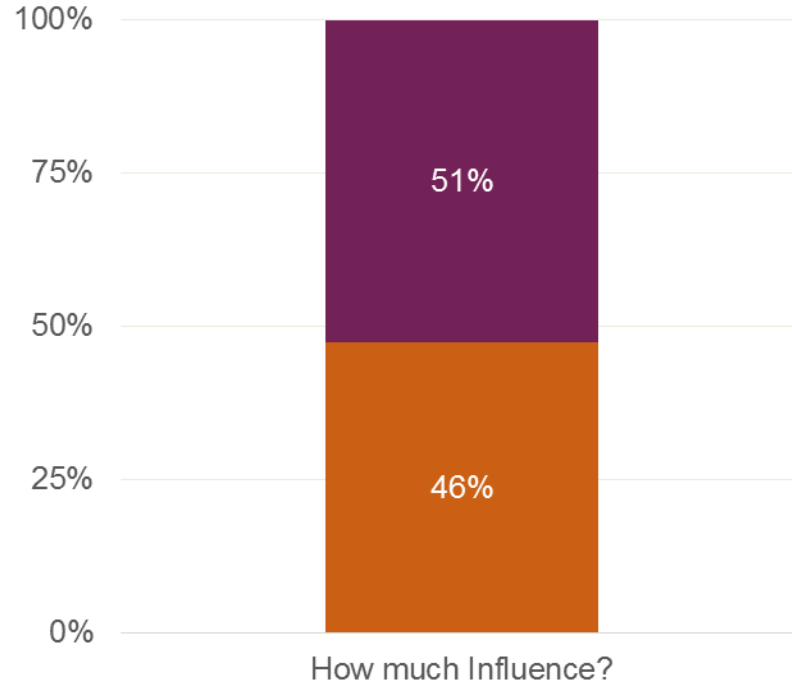


Why Is Being an Advocate Important?

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might a constituent meeting in person in the Washington Office have on his/her decision?*

Advocates advance change that could benefit a large population

Advocates keep their interests on the minds of policymakers



■ A lot of Positive Influence ■ Some Influence
Congressional Management Foundation: The Partnership for a More Perfect Union. (2011). Communicating with Congress: Perceptions of Citizen Advocacy on Capitol Hill.

Why Should You Be an Advocate?

As a PTA member, you are knowledgeable of the needs of students and families involved in the school system.

As a PTA member, you bring credibility to the issues and are most often seen as working on behalf of others.

No one else may be advocating for families and students.



National Standards for Family-School Partnerships



**114th Congress,
Second Session**

**National PTA
Federal Public Policy Agenda**



National PTA Policy Agenda

Equity and Opportunity for All Children

- Quality Education
 - Elementary and Secondary Education
 - Special Education
 - Early Childhood Education
 - Post-Secondary Access and Opportunity
 - Investments in Education
- Gun Safety and Violence Prevention
- Juvenile Justice
- Child Health and Safety
- Education Technology and Student Data Privacy

114th Congress National PTA Policy Agenda

Elementary and Secondary Education

- Elementary and Secondary Education Act (ESEA) Reauthorization
- Federal safeguards for educational equity for disadvantaged populations
- Family Engagement in Education Act



114th Congress National PTA Policy Agenda

Special Education

- Individuals with Disabilities Education Act (IDEA)
Reauthorization and funding



114th Congress National PTA Policy Agenda

Early Learning and Childhood Education

- Family engagement within all ECE programs
- Public pre-kindergarten for all students
- Support for expansion of other research-based ECE programs



114th Congress National PTA Policy Agenda

Postsecondary Access and Opportunity

- Ensure every student is taught to high and relevant academic standards
- Ensure that families are well-equipped to navigate the post-secondary education landscape



114th Congress National PTA Policy Agenda

Federal Investments in Education

- Safeguard vital education investments in federal deficit reduction efforts
- Restore funding for PIRCs
- Increase funding programs authorized under ESEA
- Replace sequestration



114th Congress National PTA Policy Agenda

Education Technology and Student Data Privacy

- Promote policies that encourage family, school and community partnerships
- Modernize federal laws to better protect students' educational records
- Ensure families are informed on the use of technology in schools and know their rights



114th Congress National PTA Policy Agenda

Child Health and Safety

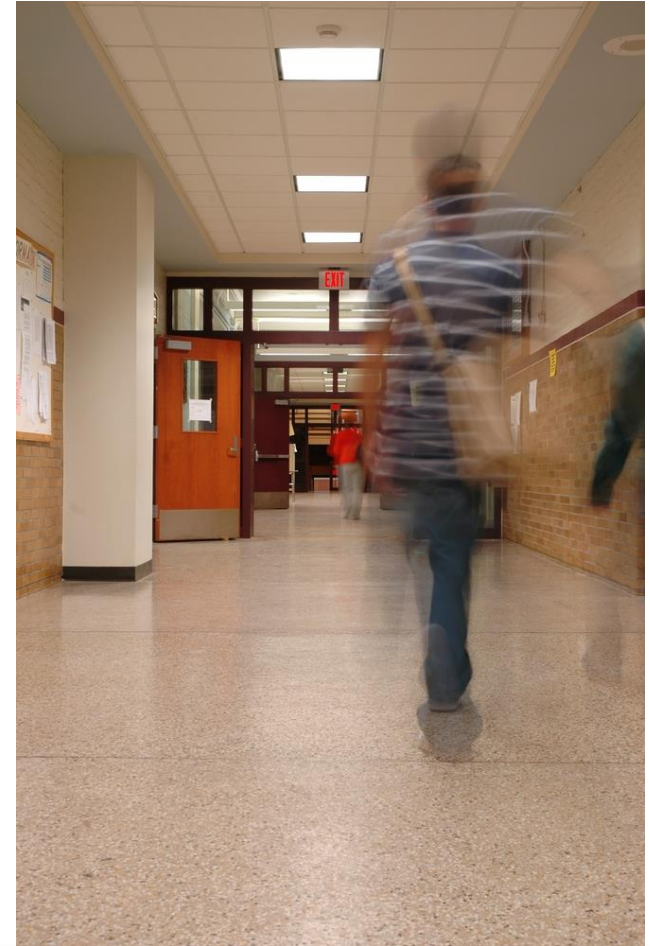
- Support implementation of nutrition standards for all foods sold in school
- Maintain improved nutrition guidelines for the National School Lunch and Breakfast Program
- Improve and support anti-bullying efforts



114th Congress National PTA Policy Agenda

Juvenile Justice

- Promote effective family-focused, school-based youth interventions
- Updates to improve protections in the Juvenile Justice and Delinquency Prevention Act



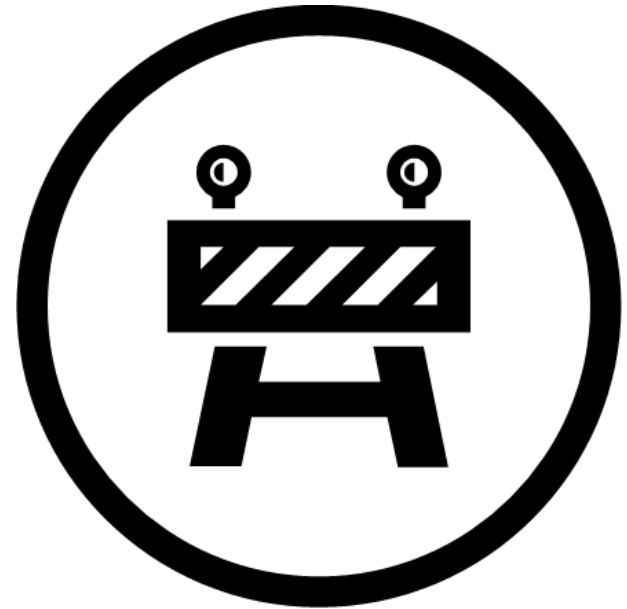
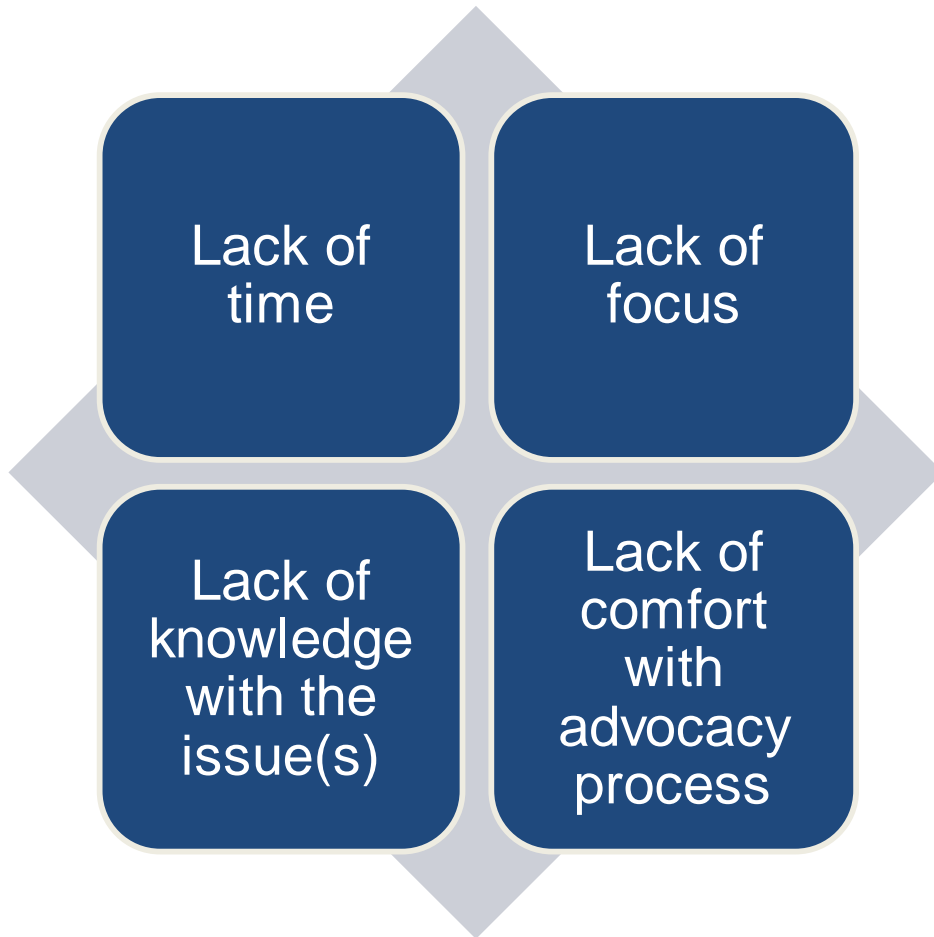
114th Congress National PTA Policy Agenda

Gun Safety and Violence Prevention

- Prevent gun violence and improve overall school safety



Roadblocks to Advocacy

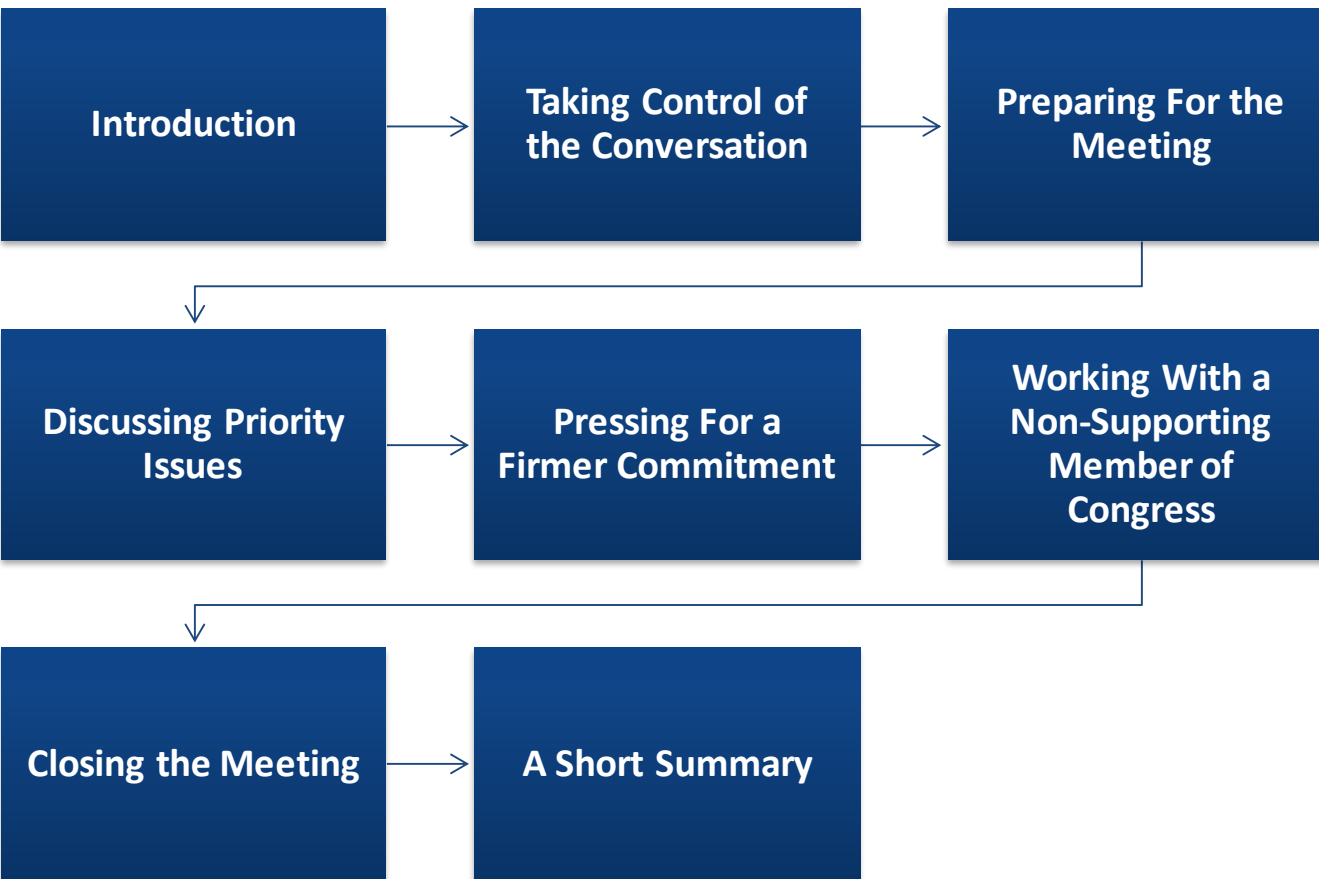


How Can National PTA Help?

National PTA Advocacy Toolkit



Advocacy: How to Lobby the PTA Way



Advocacy: How a Bill Becomes a Law

Definitions

Introducing the Bill and Referral to a Committee

Committee Action

Floor Debate and Votes

Referral to the Other Chamber

Conference on a Bill

Action by the President



Advocacy: Federal Appropriations & the Budget Process

Definitions

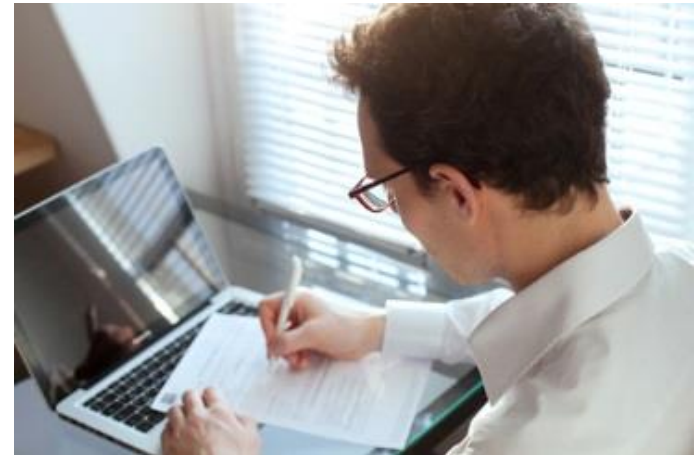
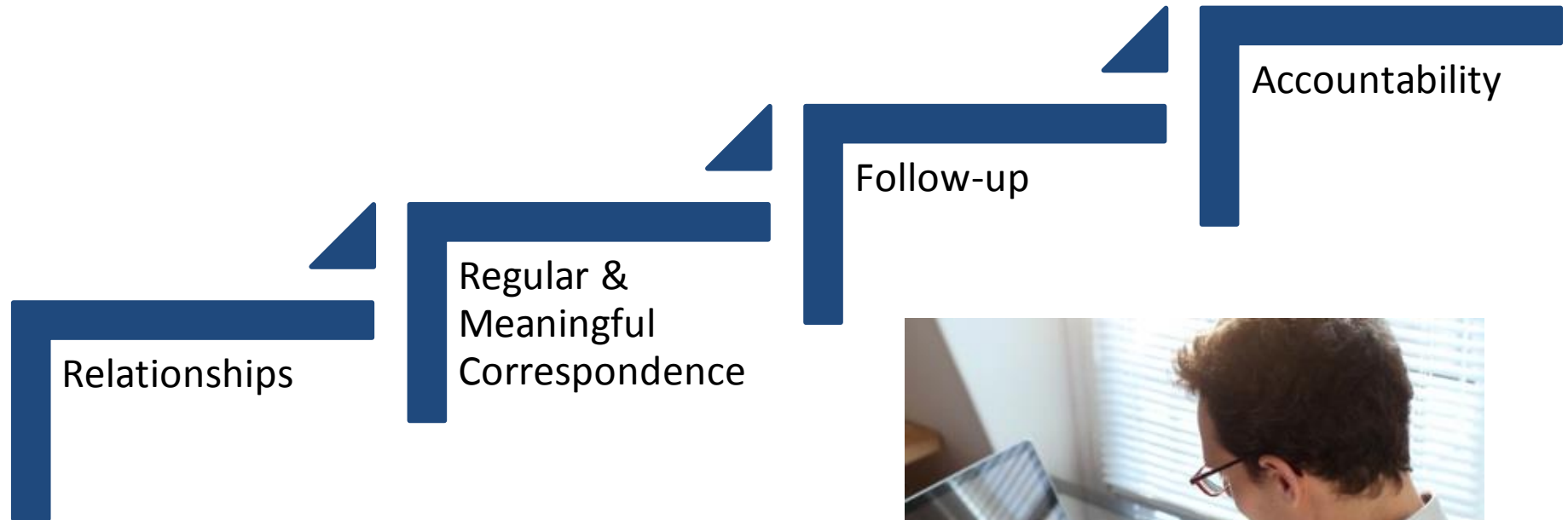
Federal Budget Process: The Authorization of Spending

Federal Appropriations Process: The Allocation of Money

Other Important Aspects of the Federal Budget



Advocacy: Corresponding with Members of Congress



Advocacy: Hosting Site Visits for Members of Congress

Planning
the Visit

Alerting
the Media

After the
Visit

Scheduling
the Visit

Hosting
the Visit



Advocacy: Conducting Meetings with Members of Congress

Before Your Visit



Do Your Research



During Your Visit



After Your Visit



Keep National PTA Informed



How to Lobby the PTA Way (Video)



Advocacy: Utilizing Social Media



Advocacy: Working with the Media



Op-eds, press releases, and PSAs: learn what's newsworthy and how to effectively get your message out

Advocacy: Working with the Media

What Are Media Relations?

Identifying Newsworthy Items Among Your Activities

Look for Photo Opportunities

Building and Leveraging Media Relationships

Your Toolbox

Pitches and Press Releases

Op-Eds and Letters to the Editor

Broadcast Media

Samples



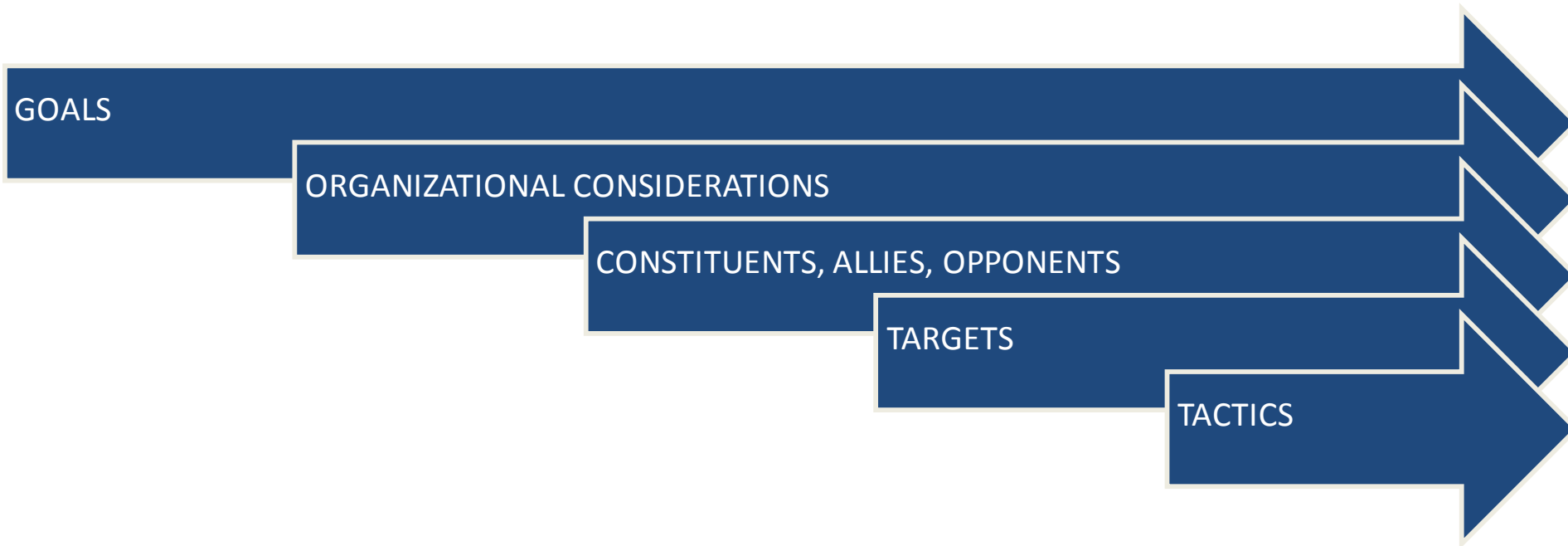
Advocacy: Preparing Testimony

Learn how to effectively write and deliver testimony. It is similar to writing a paper!

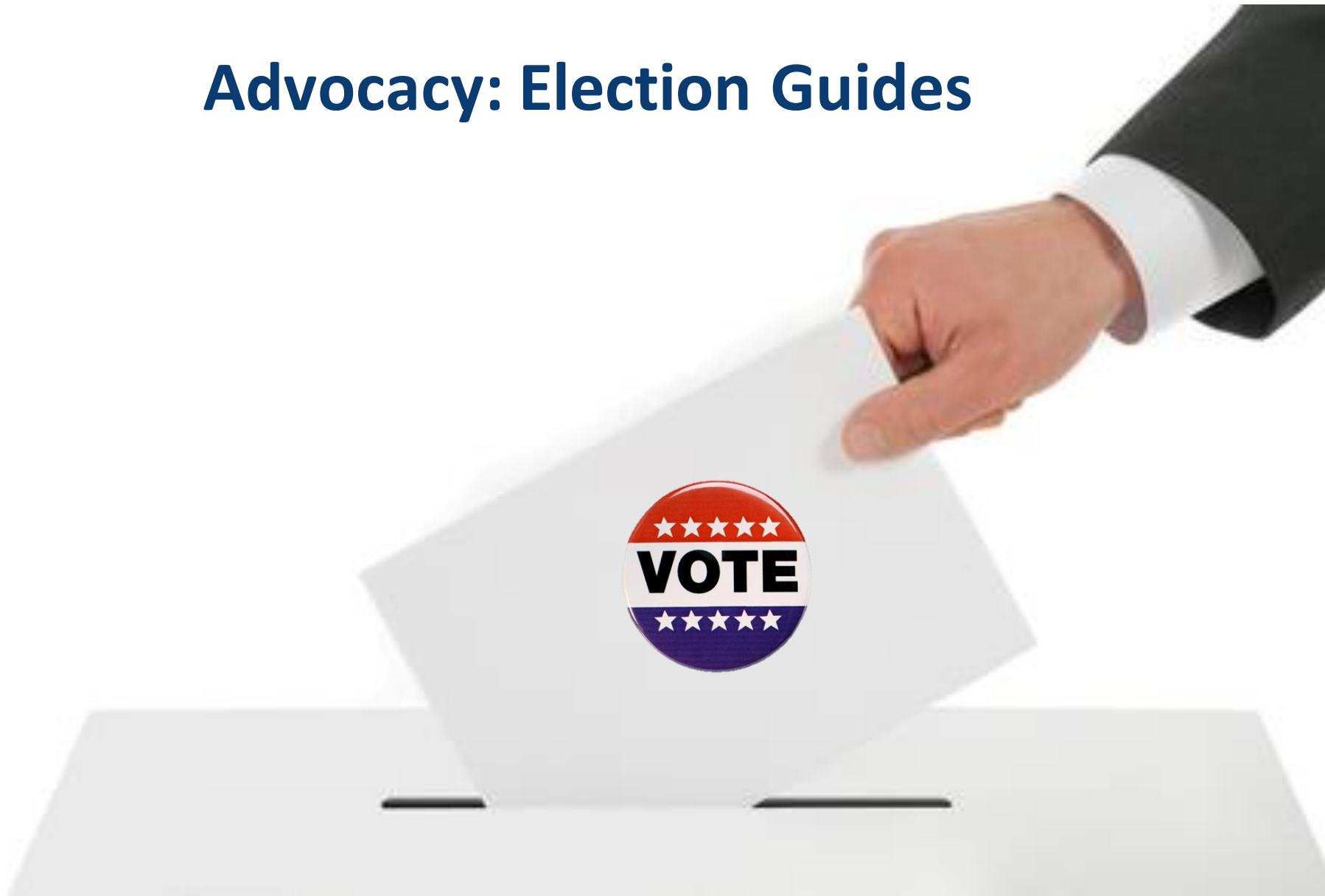


Advocacy: Strategy Chart

This chart helps PTA advocates plan their strategies for effecting change.



Advocacy: Election Guides



National PTA Advocacy

Policy Updates and Resources

- Advocate with PTA brochure
- PTA Policy Issue Cards
- Federal Policy Action Alerts
- PTA Takes Action Newsletter
- Issue-specific webinars on Public Policy Agenda
- National PTA Legislative Committee legchair@pta.org
- Government Affairs Staff
 - Elizabeth Rorick erorick@pta.org
 - Jacki Ball jball@pta.org
 - Josh Westfall jwestfall@pta.org
 - Lindsay Kubatzky LKubatzky@pta.org

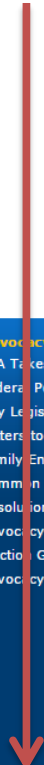
National PTA Advocacy

Assist in Building Advocacy Capacity of States

- Online resources
 - Advocacy toolkit (updated)
 - Election year guide
 - Letters to policymakers from National PTA
 - Policy issue briefs
 - And more!
- Members of National Legislation Committee
- Annual National PTA Legislative Conference
- National Advocacy Awards (Due Dec. 18!)
- National PTA advocacy trainings

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



Questions?