Engaging Parents and Families in Grassroots Advocacy
National Representative
2016
The Power of PTA

National

everychild. one voice.
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

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

- Welcoming All Families
- Communicating Effectively
- Supporting Student Success
- Speaking Up for Every Child
- Sharing Power
- Collaborating with Community
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
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
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
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
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
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
Juvenile Justice

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

• Prevent gun violence and improve overall school safety
Roadblocks to Advocacy

- Lack of time
- Lack of focus
- Lack of knowledge with the issue(s)
- Lack of comfort with advocacy process
How Can National PTA Help?

National PTA Advocacy Toolkit
Advocacy: How to Lobby the PTA Way

- Introduction
- Taking Control of the Conversation
- Preparing For the Meeting
- Discussing Priority Issues
- Pressing For a Firmer Commitment
- Working With a Non-Supporting Member of Congress
- Closing the Meeting
- A Short Summary

National PTA

everychild.onevoice
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

- Relationships
- Regular & Meaningful Correspondence
- Follow-up
- Accountability
Advocacy: Hosting Site Visits for Members of Congress

Planning the Visit

Alerting the Media

Hosting the Visit

After the Visit

Scheduling the Visit
<table>
<thead>
<tr>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Your Visit</td>
</tr>
<tr>
<td>Do Your Research</td>
</tr>
<tr>
<td>During Your Visit</td>
</tr>
<tr>
<td>After Your Visit</td>
</tr>
<tr>
<td>Keep National PTA Informed</td>
</tr>
<tr>
<td>How to Lobby the PTA Way (Video)</td>
</tr>
</tbody>
</table>

**Advocacy: Conducting Meetings with Members of Congress**
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)
Questions?