Legislation and Advocacy

Carla Wiese, VP and Director of Legislation and Advocacy

Who Are We Now?

4 million members

24,000 local units

16.5 million students served

59% students of color

55% Title I schools

100+ years

A Legacy in Advocacy

120 Years of Changing Children's Lives

2017

1897

What Have PTA Members Accomplished?

1903
Worked With Policymakers to Create a Juvenile Court System

1911
Successfully Advocated to Establish Public School Kindergarten

1938
Successfully Advocated to Establish Child Labor Laws

1941
Successfully Advocated to Expand Federal School Lunch Program

How National PTA Advocacy Works

Advocacy begins with you…

- Regularly attend PTA Meetings
- Attend school board meetings
- Join JC/DC
- Ask to receive MO Capitol Chatter (monthly Leg Report) or Kansas Vote Counts
- Register to vote and vote
- Hold a candidate forum
- Contact legislators when Action Alerts are published
- Meet candidates for office and ask questions

By becoming and Advocate you..

- Keep the interest of PTA on the minds of policy makers.
- Engage policy makers in a dialog that benefits PTA.
- Effect the change that will benefit our children for generations to come.

Who are PTA Advocates?

PTA advocates speak up for every child to ensure a high-quality public education, no matter the race, ethnicity, disability, gender, income or place of birth.

PTA advocates engage families in schools, communities and all levels of government to protect the rights of all children and families.

YOU! You are a PTA Advocate.

The most important tool you have is to vote!

- Consider holding a voter's registration event.
- Rock the Vote makes hosting a drive easy, www.rockthevote.org
- Provide information on the candidates to our members. How do I learn about issues?
- Local school board elections are the best way parents can impact the education of their children.
- Post candidate information on your website or newsletters.
- MAKE SURE YOU VOTE!!!

Federal Legislation

Quality Education

- Elementary and Secondary Education
- Special Education
- Early Learning and Childhood Education
- Post-Secondary Access & Opportunity
- Federal Investments in Education

Federal Legislation

Health Safety and Overall Well-Being

- Gun Safety & Violence Prevention
- Juvenile Justice
- Child Health & Safety
- Education Technology& Student Data Privacy

Forms of Organizing for Social Change:

Form	Approach
Service	Providing a direct response or program to solve a problem
Education	Researching and raise awareness a problem to generate support for an issue
Speaking Up for Others	Researching and raise awareness a problem to generate support for an issue
Grassroots	Lobbying about an issue on behalf of a community. *Adapted from Midwest Academy with permission

3 Principles of Grassroots Advocacy:

1. Win concrete improvements
2. Make people aware of their own power
3. Alter the relationships of power between people and government

*Adapted from Midwest Academy with permission.

National PTA®
every child. one voice.®

Grassroots Strategy Map

Goals: The victory you want to win

Organizational Considerations: What do we need? What can we get back?

Constituents, Allies, Opponents: Who else cares?

Targets: Decision- Makers who influence and give you want you want.

Tactics: What you do to make target give you what you want.

Legislation

Please do not promote any legislation that has not been released by MO PTA or KS PTA without first contacting the office. The bills MO PTA or KS PTA (thus each Council and Unit) supports or opposes must meet either MO PTA /KS PTA or National PTA's resolutions or position statements!

Things to Remember

- You have a voice!
- If join your voice with the other 44,627 M PTA members voices it they will be to loud to not be heard!
- Every call or email counts!

PTA is a 501 (3) (c) organization

- There is one basic rule: 501(c)(3)s may not support or oppose any candidate for public office. This means 501(c)(3)s may not endorse candidates, rate candidates, contribute to candidates, or do anything else that might seem intended to help or hurt a candidate.
- PTA is a non profit organization, violating the rules could cause you to lose your 501 status. If in doubt contact MO PTA and ask.

What you can do…

- PTAs should support issues that are good for children and youth. PTA should oppose issues that are bad for children and youth. That includes state and national legislation, as well as local laws and school district policies. PTA can and should take a stand on bond and levy issues.
- PTAs can sponsor public forums (including candidates forums – all candidates must be invited), lectures and debates.
- Educate candidates on issues important to PTA.

• PTAs can send out questionnaires to all candidates asking in an unbiased way for their positions on issues. The results must be reported accurately and without editorial comment.

• PTAs can conduct voter registrations. The registration must be open to anyone, regardless of which party or candidates they want to vote for after registering.

•Remind members to vote.

What you cannot do…

- Invite only one candidate in an election to come speak to the PTA.
- Tell PTA members to only vote for a candidate who supports X position.
- Distribute any campaign materials on behalf of a candidate.
- Wear campaign buttons or T-shirts during a PTA meeting.
- Establish, participate in or support PACs (Political Action Committees).

Communicating Your Message: The Power of PTA's Voice

1. PTA media
2. Social media
3. News media
4. Word of mouth

- For more information in Missouri contact:

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"If we don't stand up for children, then we don't stand for much."

- *Marian Wright Edelman*

In Kansas contact:

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