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New York State  
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**2016-17**  
**New York State PTA**  
**Calendar of Advocacy Activities**



# New York State PTA Calendar of Advocacy Activities

## September

- Mail school calendar to your legislators and local officials—attach a personal note
- Call your legislator, invite them to one PTA event in September or October
- Begin brainstorming your entry for the “Why PTA” contest
- Register for Annual Convention, to be held November 11-13, 2016 in Saratoga
- Determine key advocacy issues, committees, and budget requirements for your PTA

## October

- Sign up for advocacy communications from NYS PTA and National PTA
- Finalize your entry into the “Why PTA” contest
- Present Basic Policy and proposed Convention Resolutions at a unit, council or region meeting - keep record of vote on convention resolutions
- Don’t forget - October 2<sup>nd</sup> is the deadline for registration for Annual Convention!

## November

- In a joint letter with your school officials, ask a legislator to visit a classroom to read, invite them to sit in on a technology class, or have them join lunch in the cafeteria
- Mail or email your legislators all PTA communications, newsletters
- Attend Annual Convention November 11-13, 2016—go to an advocacy workshop

## December

- Send your legislators a holiday greeting card
- In a joint letter with school officials, invite legislators to your holiday concert
- Contact your local media about an event your PTA is hosting
- Invite your legislator and two local business people to your PTA meeting

## January

- Mail or email NYS PTA budget analysis to your legislators—write a personal note
- Give NYS PTA budget analysis to your school district officials
- Invite legislators to a PTA activity
- Begin work if planning on submitting a resolution to NYS PTA

## February

- Email the NYS PTA budget testimony to your legislators—write a personal note
- Take action at the NYS PTA Action Center on the state budget

## March

- Think about attending NYS PTA’s KAP (Key Advocacy Partner) Training and Lobby Day in Albany on March 13, 2017
- Participate in Virtual Lobby Day, by emailing your legislators on NYS PTA budget positions March 14, 2017
- Participate in a meeting with your legislator, stay tuned about a new local lobby day on the state budget arranged by region leaders and NYS PTA
- Send your local media a press release with photos about a PTA event
- Attend the National PTA Legislative Conference in Washington, DC—March 7-9, 2017

## April

- Submit possible resolutions to NYS PTA office, deadline April 15, 2017
- Legislators are usually in district most of April, invite them to a PTA activity or meeting
- Think about attending National PTA Convention, June 22-25, 2017 in Las Vegas, NV

## May

- Send legislators any relevant school budget information
- Attend any regional PTA conferences
- Participate in the second local lobby day, by attending a local legislative meeting arranged by region leaders and NYS PTA

## June

- In a joint letter with school officials, invite legislators to graduation
- Take action on end of session issues – watch for emails from NYS PTA
- Attend National PTA Convention, June 22-25, 2017 in Las Vegas, NV
- Reserve your spot for NYS PTA Summer Leadership Conference, July 21-23, 2017

## July/August

- Attend NYS PTA Summer Leadership Conference, July 21-23, 2017
- Start planning for next year’s advocacy
- Brainstorm new ways to connect with policy maker

## Anytime

- Connect with your legislators on Facebook, Twitter and LinkedIn
- Learn names of staff in legislative offices
- If you meet with a legislator, let NYS PTA office know for possible follow-up
- Check out the NYS PTA advocacy page - [nyspta.org/Advocacy/advocacy\\_home.cfm](http://nyspta.org/Advocacy/advocacy_home.cfm)

**For more information, please contact:**

Kyle McCauley Belokopitsky, Esq. Executive Director ([execdirector@nyspta.org](mailto:execdirector@nyspta.org)) or Legislation Coordinator ([legislation@nyspta.org](mailto:legislation@nyspta.org))