Post Convention Advocacy: Where Do We Go From Here?

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Agenda

➢ What happens after convention?
➢ How to use PTA positions to advocate for key issues locally, state and nationwide.
➢ Create your plan.
Post Convention:
How have you advocated?
What has worked?
What hasn’t worked?
PTA Advocacy Activities (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 section of the website - http://nyspta.org/Advocacy/advocacy_home.cfm
Check State and National Positions

NYS PTA [http://nyspta.org/Advocacy/advocacy_legislativeprog.cfm]
- Basic Policy
- Where We Stand (resolutions, position papers)
- Legislative Priorities

National PTA [https://www.pta.org/advocacy/]
Legislative Program (directives, resolutions, position statements)
- Public Policy Agenda
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

September
• VOTE! September 12, 2017 is State and Local Primary Day
• Mail school calendar to your legislators and local officials—attach a personal note
• Call your legislator and invite them to a PTA event in September or October
• Ask your principal and teachers to have a monthly joint meeting with PTA leaders
• Register for Annual Convention, November 3-5, 2017 in Niagara Falls
• Determine key advocacy issues, committees, and budget requirements for your PTA

October
• Sign up for advocacy communications from NYS PTA and National PTA
• Present Basic Policy, proposed Convention Resolutions and NYS PTA proposed by-laws changes at a unit, council or region meeting - keep record of vote!
• DON’T FORGET - October 9th deadline for registration for Annual Convention
• Start planning a Local Spring Advocacy/Legislation Event

November
• JOIN US! Annual Convention November 3-5, 2017—go to an advocacy workshop
• In a joint letter with 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
• VOTE! November 7, 2017 is Election Day!

December
• Send your legislators a holiday greeting card and invite them 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 local legislators to a PTA activity (Town Supervisor, Village Mayor)
• Begin work if planning on submitting a resolution to NYS PTA

February
• JOIN US! Attend the NYS PTA Legislation Summit and Lobby Day in Albany on February 11-12, 2018
• 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
• JOIN US! Attend the National PTA Legislative Conference in Washington, DC—March 13-15, 2018
• Participate in Local Lobby Days, and meet with your state legislators on budget issues
• Send your local media a press release with photos about a PTA event

April
• Submit proposed resolutions to NYS PTA office, deadline April 15, 2018
• Legislators are usually in their local district most of April, invite them to a PTA activity or meeting
• Think about attending National PTA Convention, June 21-24, 2018 in New Orleans, LA

May
• Send legislators any relevant school budget information
• Attend any regional PTA conferences
• Think about a Get Out the Vote drive for school budget
• VOTE! May 15, 2018 is School Budget Day!

June
• JOIN US! Attend National PTA Convention, June 21-24, 2018 in New Orleans, LA
• In a joint letter with school officials, invite legislators to graduation
• Take action on end of session issues – watch for emails from NYS PTA
• Reserve your spot for NYS PTA Summer Leadership Conference, July 20-22, 2018 at Union College in Schenectady, NY

July/August
• JOIN US! Attend NYS PTA Summer Leadership Conference, July 20-22, 2018 at Union College in Schenectady, NY
• Start planning for next year’s advocacy
• Brainstorm new ways to connect with policy maker
PTA Strategy Chart

Advocacy is the cornerstone of PTA’s mission. In order to achieve your advocacy goals at any level, it is important to have a strategic plan. This chart poses the right questions in the right order and serves as a particularly useful tool for group discussions, as it maintains focus to the issue at hand. Use this chart as a guide to developing your strategy and revisit it to check your progress.

<table>
<thead>
<tr>
<th>GOALS</th>
<th>ORGANIZATIONAL CONSIDERATIONS</th>
<th>CONSTITUENTS, ALLIES, OPPONENTS</th>
<th>TARGETS</th>
<th>TACTICS</th>
</tr>
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<tbody>
<tr>
<td>The victory you want to achieve.</td>
<td>What you have to put into the fight (time, money, etc.), and what you want to get out of it organizationally (how will others perceive you/the PTA).</td>
<td>Who else cares about this problem enough to join in doing something about it? Who will not agree with you on this issue? Who does it impact?</td>
<td>Those who can give you what you want. Always a person.</td>
<td>The things that you and your constituents and allies must do to get the decision-maker(s) to make the decisions that will allow you to achieve your goal.</td>
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</tbody>
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KEEP CALM AND ADVOCATE