



How to Host a Legislation Event: Open the door to advocacy!

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Who What When Where Why

Learn the steps to hosting an
informative legislative forum.

Bring together legislators, educators,
and PTA members to discuss
"hot topics" in education.

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Who

The Host:

- Local PTA unit
- Local PTA Council
- Multiple PTA units or Councils
- Region PTA
- State PTA

The Attendees:

- PTA Members
- Educators: Teachers, Administrators, Board of Education, Education Stakeholders
- Legislators: Local, County, State, Federal
- Stakeholders: Community Members & Organizations

What

Invitation Letters to:

- Legislators
- Panel Discussion, Fireside Chat, Roundtable, &/or Keynote speaker.
- Education Stakeholders
- Guests

Flyers/Invitations:

- PTA Members
- Teachers
- School Administrators
- Board of Education
- Community Members

Program Brochure / Agenda / Platform Book

What

Legislators contact information document:

- NYS Senators & Assemblymen
- Federal Senators & House of Representatives
- County Representatives
- Town/Local Representatives

Legislative Priorities & Position Papers:

- National PTA
- NYS PTA
- Region PTA
- Local PTA

When Anytime is a good time!

CALENDAR/TIMELINE

August/September (6-7 months before event)

- Decide when to hold the Legislation Event – when legislators are in their home districts or before/during budget negotiations in Albany.
- Touch Base with your Legislation Committee members to discuss structure/type of legislative event: Panel Discussion, Fireside Chat, Roundtable, Keynote speaker.
- Gather ideas & direction for Education/Legislation Panel Discussion, Fireside Chat, Roundtable, Keynote speaker, &/or guests.
- Investigate venues.
- Set calendar/timeline.

When

CALENDAR/TIMELINE

October/November (5-4 months before event)

- Update Legislators document: NYS Senators & Assembly, Federal Senators & House of Representatives, County Representatives, Town/Village/Local Representatives.
- Send out “Save the Date” to Legislators, Educators, PTA Members, Guests.
- Secure venue.
- Set price for event & make motion at PTA meeting.
- Update all flyers - Legislators invite, Guest Invite, Unit flyer, etc.

When

CALENDAR/TIMELINE

December/January (3-2 months before event)

- Legislation Committee meeting to discuss possible panelists & speakers.
- Decide who the moderator will be for the event.
- Revise & update State/Region/Local PTA Legislative Priorities.
- Send out invites for Panel Discussion, Fireside Chat, Roundtable, &/or Keynote speakers.
- Write articles as needed, formulate/execute social media campaign.
- Create event Platform Book with timing: Welcome remarks, legislator & guest introductions, moderator remarks, closing remarks ... every word.

When

CALENDAR/TIMELINE

February (1 month-2 weeks before event)

- Legislation Committee meeting to discuss Panel Discussion, Fireside Chat, Roundtable, &/or Keynote topics.
- Decide how to handle Q & A – from the floor or moderator reads from Q index cards submitted by attendees.
- Get attendee packet contents ready & approved to be copied. Assemble packets.
- Finalize event Platform Book.
- Walk through venue: room set up, linens, food service, etc.
- Follow up with personal phone calls to each legislator ...
A MUST DO !!!
- Seating meeting (if necessary).
- Set room diagram (dais, podium, tables/sections) to facilitate dialog between legislators & constituents.
- Make Table Tents & Name Tents for Legislators, Panel/Chat/Roundtable/Keynote, Guests.

Where

Local:

- Home School
- School district
- Town/Village
- Surrounding towns/villages

Regional:

- County
- Region

State:

- NYS PTA Legislative Summit, Albany 2/9/20
- NYS PTA Lobby Day 2/10/20

National:

- National PTA LEGCON, Washington DC 3/10-12/20

Where

School building:

- Cafeteria
- Gym
- Auditorium

College/University:

- Student Center
- Multipurpose Room
- Lecture Hall
- Theatre

Catering Hall/Restaurant

Why

Every Child. One Voice.

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Why

- **Collaboration:** We work in partnership with a wide array of individuals and associations to accomplish our agreed-upon goals.
- **Commitment:** We are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement.

Why

- **Accountability:** We acknowledge our obligations. We deliver on our promises.
- **Respect:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Why

- **Inclusivity:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.
- **Integrity:** We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

So now you know ...

How

New York State
PTA

Need more info? Contact: Patrice Rachlin, legislation@nyspta.org