

Igniting a Passion for PTA Advocacy

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PTA Mission:

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

Core Values:

Collaboration, Commitment, Diversity, Respect,
& Accountability



Why Does Today's PTA Use Our Voice?

Answer: Raise awareness and ask for change on matters affecting ...

- **Quality Education**
- **Health & Safety**
- **Equity**

...for every child



How Does Today's PTA Raise Awareness?

PTA Meetings

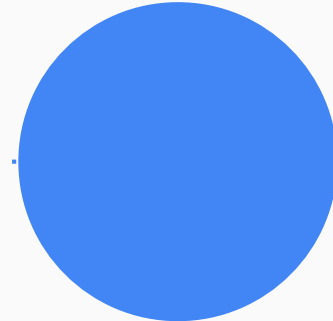
Guest Speakers
Trainings

Community Forums

Panels & Conferences
Town Halls

Media Campaigns

Social Media
Press Conferences



Advocacy Levels

Answer the question, "Who do we engage to affect change?"



Local Level

Board of Education
Superintendents
Teachers Union
Principal
City, Town, Village
Officials
Community Groups



Region Level

County Executive
County Legislators
County Agencies
BOCES
Community Coalitions
Region PTA



State Level

State Senate
State Assembly
Governor
NYSED
Regents
State Agencies
State PTA



National Level

Senate
House of Representatives
Federal Agencies:
DOE, FDA, CDC, HHS
National PTA

What do we want to say?



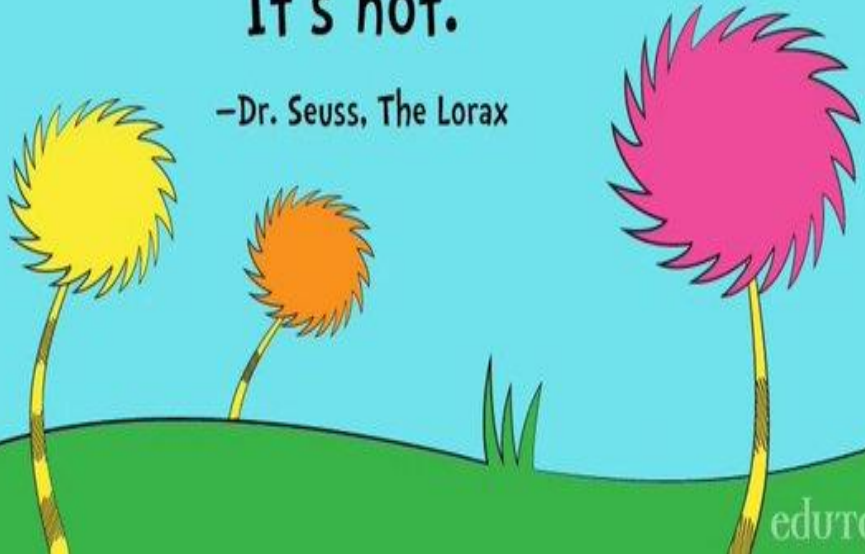
- Ask for change
- Talk about the facts & statistics
- Cite the rationale behind the 'ask'
- Share personal stories

Important Tips:

- Learn about the person you are meeting with
- Connect the 'issue' to the 'ask' on a personal level

Unless someone like you
cares a whole awful lot,
Nothing is going to get better.
It's not.

—Dr. Seuss, *The Lorax*



edutopia

Passion

Persistence

Results