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