ADVOCACY...

ADVOCACY: Asking for what needs to be done.

Speak up for kids!
Lobbyists vs. Advocates

YOU are an advocate!

Passion and information
For more than 100 years, PTA has been speaking up for kids.

California State PTA Bylaws:
• Noncommercial
• Nonsectarian
• Nonpartisan

PTAs can support or oppose local issues that affect children in their respective communities (based upon a study of the issue and a vote of the association).

PTAs never support or oppose candidates.
One of the most important roles of California State PTA is to create and support laws that improve the lives of all California children.

Register to vote here.

We advocate for children’s health, welfare, safety, education.
Why we advocate

HOW?

Identify the issue:

- What do you want to change?
- What is missing?
- What needs a new approach?
- What problem are you hoping to solve?
Identify the issue:

- Clear
- Specific
- Concrete

PTA?

Child-Centered
Kids' Safety, Health, Education, Welfare
Has PTA Already Acted?

Question:
How do you know if PTA has already taken a position on your issue?

Answer:
Check the Toolkit’s “Advocacy” section at capta.org
Question: What is a PTA authority?

Answer: PTA members give us authority to take action based on what we stand for.

New!

Build your coalition.
Examine options for a solution.

• Research
• Facts
• Stories
• History
• Pros/Cons

Who holds the power over this issue?

Classroom: Teacher
Streets, parks, public spaces:
Association, City, County, Public Works

ADVOCATE:

- Identify the issue
- Clarify, specify
- Establish PTA authority
- Build a coalition
- Research solutions
- Identify the decision-makers
- Build relationships, resolve

We are PTA advocates who speak out for children’s issues, working with those in power to effect positive change.
Advocacy. For all our kids.