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The Power of Our Voice: PTA Advocacy at Every Level

Empowering Change Locally, Statewide,
and Nationally

Presenters:

Rose Acerra, Vice President of Advocacy

Jenna Alexandra, Immediate Past State
President of Virginia PTA

Damaris Allen,

Welcome & Purpose

- Why Advocacy is part of the PTA's Mission
- Every PTA leader plays a role in advocating
- Using our voices on the Local, State, and National levels
- The tools and resources available to you as a PTA advocate

Advocacy: Where Purpose Meets Action

- It is our Founding Purpose
- Advocacy Creates Lasting Change
- It Empowers Parents and Caregivers
- It Aligns with Our Mission Statement
- Children Can't Vote- But We Can

Power of
Local, State,
and
National
Voices
Working
Together

- Multi-level advocacy allows us to be responsive and proactive
- Collaboration Across Levels Drives Change
- Grassroots to Federal Change
- National to Local: Policy Trickle-Down

How To Be An Advocate

- Be Informed
- Speak Up
- Build Relationships
- Collaborate
- Act
- Be Persistent



Tips For Effective Advocacy

- Know the Facts
- Tell a Story
- Be Clear & Concise
- Stay Nonpartisan
- Build Relationships
- Mobilize Your PTA Community
- Be Persistent and Positive



How the Power of the PTA Voice Began

- Founded in 1897 by Alice McLellan Birney and Phoebe Apperson Hearst
- Started as the National Congress of Mothers
- Over 2,000 attendees gathered in Washington, D.C.
- Called for better laws and support for children's health, safety, and education
- Led to early victories: child labor laws, universal kindergarten, school meals
- Built the foundation for PTA's nonpartisan, grassroots advocacy

Levels of Advocacy

Local

Local Advocacy

- Attend and Speak at School Board Meetings
- Build Relationships with School Leaders
- Mobilize Parents and Caregivers
- Partner with Local Government & Civic Groups
- Use Local Media and Social Media
- Support and Monitor Local Policies

Levels of Advocacy

State

Ways You Can Advocate on the State Level

- Stay Informed on State Legislative Priorities
- Participate in State PTA Advocacy Events
- Engage with State Legislators
- Join or Lead an Advocacy Committee
- Submit Testimony or Attend Hearings
- Collaborate with Coalitions

Levels of Advocacy

National Level

Advocacy On The National Level

- Develops a Federal Public Policy Agenda
- Hosts Legislative Conference(LEGCON)
- Engages in Direct Lobbying and Policymaker Meetings
- Action Alerts Through VoterVoice
- Submits Comments on Federal Regulations
- Building Coalitions and Strategic Partnerships
- Providing Resources for Members
- Raising Public Awareness

Your PTA Advocacy Tools

- National PTA Public Policy Agenda
- VoterVoice Action Center
- National PTA Advocacy Toolkit
- Webinar Recordings & Thrive Courses
- Policy Briefs & Fact Sheets
- Media Support
- Coalition & Partner Resources

Words of Wisdom

Never doubt

THAT A SMALL GROUP OF
THOUGHTFUL, COMMITTED
CITIZENS CAN

change the world.

INDEED, IT IS THE ONLY
THING THAT EVER HAS.

—MARGARET MEAD

Questions & Answers



*Thank You
for
Attending!*