

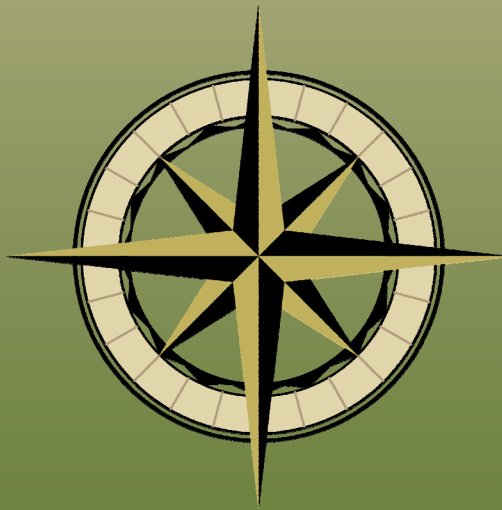
New York State
PTA[®]
everychild. one voice.[®]

LOBBY DAY

ADVOCACY PARTNER TRAINING

Sunday, February 12 – Monday, February 13, 2017

Hilton Hotel
40 Lodge Street
Albany, NY 12207



LEADING THE WAY

Memo To: Region Directors, Council and Unit Presidents



**Re: NYS PTA Advocacy Training and Lobby Day -
Sunday, February 12 - Monday, February 13, 2017 Albany, NY**

From: New York State PTA Advocacy Team

While PTA advocacy is a year-round activity, the annual New York State PTA Lobby Day in Albany will be held on February 13, 2017. NYS PTA Lobby Day has provided Key and Local Advocacy Partners, representing regions, units and councils the opportunity to join with the NYS PTA Advocacy Team to bring state PTA priorities and messages to our elected officials. Additionally, beginning on February 27, 2017, NYS PTA will participate in a week of Virtual Lobbying with thousands of grassroots members who will mobilize to send legislators prepared electronic letters emphasizing our positions on critical issues.

The Advocacy and Lobby Day Training consists of two sessions: one framing priority issues and talking points, another on how to conduct a visit with an elected official. This is to ensure that our Key and Local Advocacy Partners are familiar with the issues and that our message is unified and strong. Also, we want to be certain that all participants are fully prepared and confident to interact with government officials during our visits. Each participant will receive a packet of information and talking points to utilize during the training and to have on hand for our meetings in the Capitol. Members of the NYS PTA Board of Directors, along with the NYS PTA Executive Director, will lead the Lobby Team and facilitate discussions with legislators and/or their representatives.

So, how does this work? Key and Local Advocacy Partners should complete the required Advocacy Partner Registration Form. Training sessions are planned for Sunday, February 12, 3:30pm-6:00pm, with the visits to the Legislators on Monday, February 13 from 9:00am-4:00pm. Arrangements for accommodations will be handled by the NYS PTA office based on completion and receipt (via return email, mail or fax) of the Advocacy Partner Registration Form included with this memo. **Registration deadline is January 20, 2017.**

New York State PTA will fund the travel, lodging and meal expenses of one designated Region Key Advocacy Partner (KAP) for up to \$250 using NYS PTA rates. We are requesting that the Region KAP be the Region Legislation chair or Advocacy chair *only*. In addition to participating on NYS PTA Lobby Day, these trained individuals will make up the new NYS PTA Legislative Committee and will also be responsible in leading and assisting with their region's local legislative efforts during Virtual Lobby Week as well as the local district visits in March and May. Regions who do not have a Region Legislation chair or an Advocacy chair, may send a designated KAP who will be willing to accept the same responsibilities. The PTA region can fund an additional Region KAP(s) and units and councils can also send a Local Advocacy Partner(s) (LAP). The cost of the accommodations and meals (Sunday dinner, Monday breakfast) for all other participants is outlined in the registration form.

In order to maximize opportunity for every child in every neighborhood, NYS PTA recognizes the need to connect and engage all levels of membership in our advocacy efforts. In view of the current fiscal environment and with educational transformation underway, now more than ever, we must harness the power and voices of our grassroots members. We ask that you encourage your region, councils and units to support an Advocacy Partner and add your voice. Be engaged and participate. We look forward to working together and *Leading the Way!*



LOBBY DAY 2017

Advocacy Partner Registration Form

DEADLINE: Lobby Day registrations and all fees must be received by January 20, 2017

EACH REGION MAY SEND ONE REGION KEY ADVOCACY PARTNER TO LOBBY DAY AT NO CHARGE.

ADDITIONAL REGION KEY ADVOCACY PARTNER FEE:

\$225/PER PERSON – single room accommodation
\$165/PER PERSON – double room accommodation
\$100/PER PERSON – Day delegate; No hotel

The fee includes one night hotel accommodation (Sunday, February 12),
Sunday dinner and breakfast Monday, February 13, 2017

SELECT ONE:

- I am representing my REGION as a Key
Advocacy Partner at no charge
- I am an additional Region representative
at additional fee

REGION _____

NAME _____

ADDRESS _____

PHONE # _____

EMAIL _____

SELECT ROOM CHOICE:

- Single Room (\$225, if applicable)
- Double Room (\$165, if applicable)
Roommate _____
- Day Delegate, No hotel (\$100, if applicable)

Dietary Needs _____

IF YOU ARE NOT A REGION KEY ADVOCACY PARTNER
BUT ARE ATTENDING AS A **LOCAL (Unit or Council)**
ADVOCACY PARTNER, FEE IS:

\$225/PER PERSON – single room accommodation
\$165/PER PERSON – double room accommodation
\$100/PER PERSON – Day delegate; No hotel

The fee includes one night hotel accommodation (Sunday, February 12),
Sunday dinner and breakfast Monday, February 13, 2017

- I am attending as a LOCAL
(Unit or Council) Advocacy Partner:

REGION _____

NAME _____

ADDRESS _____

PHONE # _____

EMAIL _____

SELECT ROOM CHOICE:

- Single Room (\$225)
- Double Room (\$165)
Roommate _____
- Day Delegate, No hotel (\$100)

Dietary Needs _____

Event Fee Cancellation / Refund Policy

- Event registration and payment must be received prior to the registration deadline.
- Registrants that have paid in full and cancel before the registration deadline will receive a full refund, less \$25 processing fee.
- Registrants cancelling before the deadline, that have not paid their registration fee, will be billed \$25 processing fee.
- Upon receipt of event registration, registrant is responsible for the full event fee whether they attend or not. No refunds will be given for cancellations received after the registration deadline or for no-shows.
- Registrants will be billed for any unpaid amounts due.
- Registrants may send a replacement at no additional charge.
- Registrants or replacements that do not show up to the event will receive no refund.
- Registrations received after the registration deadline will only be handled as on-site registrations.
- No hotel rooms guaranteed for on-site registrations.
- NOTE: All on-site registrants must pay in full at time of registration, no invoices will be issued.

Payment Information

Make checks payable to:

New York State PTA
One Wembley Court
Albany, NY 12205

**ALL PTA CHECKS MUST HAVE
TWO SIGNATURES**

**Deadline for registration
and fees: Jan. 20, 2017**