

New York State

**PTA**

*everychild. onevoice.*



# ***Post Convention Advocacy: Where Do We Go From Here?***

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# Agenda

- What happens after convention?
- How to use PTA positions to advocate for key issues locally, state and nationwide.
  
- National PTA Advocacy video  
[https://www.youtube.com/watch?feature=player\\_embedded&v=VPf1\\_ojajlc](https://www.youtube.com/watch?feature=player_embedded&v=VPf1_ojajlc)

# Advocacy vs. Lobbying

➤ **Advocacy:**

Parents picket a store to stop the selling of adult-rated videos near a school.

➤ **Lobbying:** (next step)

Parents urge the county legislature to adopt a local law prohibiting or restricting the sale of these items within a certain distance from a school.



# IRS Rules on Lobbying by Nonprofit Organizations

- **National PTA is a 501(c)(3) organization with tax-exempt public charity status.**
- **To maintain its charitable status, National PTA may not campaign for or against candidates for federal, state, or local public office.**
- **Specific rules apply to the association's lobbying activities and the amount of money that may be allotted to these lobbying activities.**
- **Under federal tax laws, PTA members may engage in legislative activities on behalf of children and youth and may educate the general public and policy makers about officially adopted PTA positions and resolutions.**
- **As long as they remain strictly nonpartisan, PTA members may educate the general public about issues affecting children.**
- **Allowable lobbying activities include: contacting or urging the public to contact members of a legislative body for the purpose of proposing, supporting, or opposing legislation, regulations or judicial decisions.**

<http://pta.cms-plus.com/files/Policy%20Issue%20Reference%20Cards.pdf>

# What is advocacy?

- In the context of PTA, advocacy is supporting and speaking up for children—in schools, in communities, and before government bodies and other organizations that make decisions affecting children.

National PTA: <http://pta.cms-plus.com/files/2014%20Advocacy%20Brochure.pdf>



# Ways to Advocate

- There are many ways to be an advocate! Some ways families can be involved are to:
  - Meet with school leaders to discuss a topic of importance to the district.
  - Attend a school board meeting and/or serve on the school board.
  - Work with the school and state leaders to implement strong family engagement policies.

National PTA: <http://pta.cms-plus.com/files/2014%20Advocacy%20Brochure.pdf>

# Ways to Advocate

- Sign up for the NYS PTA Engage (CAPWIZ) and National PTA Takes Action Network to get updates on important state and federal policies and send messages to your legislators.
- Write a letter to the editor to stress the importance of family engagement and other PTA policy priorities.
- Educate your legislative representatives and their staff on PTA's state and federal public policy priorities.

National PTA: <http://pta.cms-plus.com/files/2014%20Advocacy%20Brochure.pdf>



## PTA Strategy Chart

Advocacy is the cornerstone of PTA's mission. In order to achieve your advocacy goals at any level, it is important to have a strategic plan. This chart poses the right questions in the right order and serves as a particularly useful tool for group discussions, as it maintains focus to the issue at hand. Use this chart as a guide to developing your strategy and revisit it to check your progress.

<b>GOALS</b> <i>The victory you want to achieve.</i>	<b>ORGANIZATIONAL CONSIDERATIONS</b> <i>What you have to put into the fight (time, money, etc.), and what you want to get out of it organizationally (how will others perceive you/the PTA).</i>	<b>CONSTITUENTS, ALLIES, OPPONENTS</b> <i>Who else cares about this problem enough to join in doing something about it? Who will not agree with you on this issue? Who does it impact?</i>	<b>TARGETS</b> <i>Those who can give you what you want. Always a person.</i>	<b>TACTICS</b> <i>The things that you and your constituents and allies must do to get the decision-maker(s) to make the decisions that will allow you to achieve your goal.</i>



# Legislative/Advocacy Calendar July/August

MAY 26, 2015 Search Our Site About PTA Contact Us Events A to Z Index

**New York State PTA** everychild. onevoice.

OUR MISSION  
The PTA is...  
The overall purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. [more](#)

ADVOCACY  
RESOURCES  
YOUR PTA

New York State PTA  
One Westbury Court  
Ardsley, NY 10505  
Phone: 515.452.8808  
Toll Free: 1.877.569.7762  
Fax: 515.452.8305  
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NEWS & Announcements [\[NEWS ARCHIVE\]](#)

Membership Awards Applications Are Now Open!  
In order to expedite the awards process, the Building a Better Community, Gungo Prize, Men Matter and Founders' Day awards can now be applied for online. The applications will be available until June 15, so click [here](#) or look for the link under "Quick Links" on the right side of the NYS PTA homepage to apply today!

NYS PTA Coordinates and Participates in the NYSED Learning Summit  
Click [here](#) for a link to a video of the parent portion of the New York State Education Department (NYSED) Learning Summit on Annual Professional Performance Review (APR), held on Thursday, May 6. Thank you to NYSED for inviting parents to participate and to all of the parents and the groups they represent for participating with their honest and candid viewpoints. Every Voice Matters!  
[NYS PTA's Testimony before the New York State Education Department - Learning Summit on APR - 5/6/15](#)

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[Membership Renewal Update](#)  
[ON-LINE PTA Store](#)

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**NYS PTA ADVOCACY NEWSBRIEFS**  
April 2015 # 103 43

Keeping Well: Events and Contacts

**MEMBERSHIP NEWS**  
The Power of Parental Partnership  
The new online "Sign Post Card" is now available. It is a great way to let your legislators know how you feel about the current state of education in New York State. The card is available in both English and Spanish. Click [here](#) to learn more about the card and how to use it.

**TAKE ACTION**  
Next Steps for Assessments!  
Please share this message with your legislators. TODAY! Next Steps for Assessments: Student testing deemed unnecessary by parents and educators combined with a state budget that links an increase to even greater use of test scores has resulted in a storm of protest. An effective response will require both time and collaboration with state policy makers to craft solutions that will calm the hysteria and improve student and teacher assessment to move education forward. To those ends we request immediate legislation to please click [here](#) to send this message to your legislators TODAY!

**SLC Registration Now Open!**  
It is our pleasure to invite you and members of your PTA unit of state to join us at the 2015 Summer Leadership Conference from July 24-July 26, 2015 at Utica College.  
We hope that you and members of your unit, council or region will play a leading role all as "Roll Out the Red Carpet" for an "Event to Remember!"  
Click [here](#) to register.

**New Post to The Voice of NYS PTA - We All Want to do What is Right for Our Children**  
The Voice of NYS PTA's page blog provides thoughts and commentary from the President of the NYS PTA, Gonne Russell, on topics of interest to our membership. Please click [here](#) to read the latest message.

**PARP Re-Naming Contest - We Need Your Help!**  
Send us your new name for PARP. Please click [here](#) for the official form. In order to keep up with the times, we are updating the name of PARP (Parents As Reading Partners). However, the one rule is that it must still have the PARP acronym. Click [here](#) to read more.

**New Post to The Voice of NYS PTA - Assessments**

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[COOPERATING PARTNERS](#)  
[HOT TOPICS IN EDUCATION](#)  
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[WHERE WE STAND \(PDF\)](#)

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ADDITIONAL Information  
[Advocacy Guide \(PDF\)](#)  
[Advocacy Newsletters/Alerts](#)  
[Cooperating Partners](#)  
[Hot Topics in Education](#)  
[Issue Unaccommodated Minor Children](#)  
[Legislative Briefs and Talking Points/Lobby Days](#)  
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# Legislative/Advocacy Calendar September/October/November

- Determine key issues, committee, and budget requirements for the year
- Study all PTA legislative publications
- Present Basic Policy and proposed Convention Resolutions at a unit, council or region meeting. Keep record of vote on convention resolutions
  - [http://nyspta.org/pdf/Advocacy/Basic\\_Policy.pdf](http://nyspta.org/pdf/Advocacy/Basic_Policy.pdf)
  - [http://nyspta.org/Advocacy/advocacy\\_resolutions.cfm](http://nyspta.org/Advocacy/advocacy_resolutions.cfm)
- Attend PTA Region Fall Conference
- Attend NYS PTA Convention (November 13-15: Niagara Falls)
- Inform your members and community about actions taken at Convention
- Advocate for a position statement or resolution



# Legislative/Advocacy Calendar January

- (\*Note - Legislature convenes the first Wednesday after the first Monday)
  - <http://assembly.state.ny.us/>
  - <http://www.nysenate.gov/>
- Meet with legislators about issues of concern. Get copies of any bills that are of interest to your unit
  - <http://open.nysenate.gov/legislation/>
  - <http://assembly.state.ny.us/leg/>
- Begin work if planning on submitting a resolution
  - [http://nyspta.org/Advocacy/advocacy\\_resolutions.cfm](http://nyspta.org/Advocacy/advocacy_resolutions.cfm)
- Contact your school administrators concerning the effects of the Governor's budget and state aid proposals
  - <http://www.budget.ny.gov/>

# Legislative/Advocacy Calendar

## February

- Read Advocacy Communications (Advocacy News briefs, PTA Takes Action, Action Alerts, etc.) Contact legislators, urging action as suggested.
  - [http://nyspta.org/Advocacy/advocacy\\_home.cfm](http://nyspta.org/Advocacy/advocacy_home.cfm)
- Inform members on proposals and bills that are important to PTA
- NYS PTA Legislation/Education Conference – February 27 – February 28<sup>th</sup>
- Key Advocacy Partner Training February 28<sup>th</sup>
- Lobby Day – February 29<sup>th</sup>



# Legislative/Advocacy Calendar March

- Virtual Lobby Day: March 8th
- National PTA Legislative Conference – March 9-10<sup>th</sup>
- Send letters, e-mails & phone calls to legislators and the media on issues important to your PTA
- Visit legislators in their home offices
- Keep everyone informed! Share all information!

# Legislative/Advocacy Calendar

## April

- Respond to Legislative and Advocacy Alerts
- Make plans to attend the Region PTA Spring Conference
- Cooperate with other chairs and school personnel to educate members on school budget/school board elections
- Submit resolution to NYS PTA office : deadline, April 15th



# Legislative/Advocacy Calendar

## May - June

- Attend Region PTA Spring Conference
- Be prepared for action -- last minute rush at end of state legislative session! (3rd week in June)
- Attend National PTA Convention – June 30-July 3
- Review and report legislation activities for the year; assess your progress; identify ongoing concerns.

# Check State and National Positions

## NYS PTA ([www.nyspta.org](http://www.nyspta.org))

- Basic Policy [http://nyspta.org/pdf/Advocacy/Basic\\_Policy.pdf](http://nyspta.org/pdf/Advocacy/Basic_Policy.pdf)
- Where We Stand (resolutions, position papers)  
<http://www.nyspta.org/pdf/Advocacy/WHERE-WE-STAND-2015.pdf>
- Legislative Directives  
[http://nyspta.org/pdf/Advocacy/Legislative\\_Directives.pdf](http://nyspta.org/pdf/Advocacy/Legislative_Directives.pdf)

## National PTA ([www.pta.org](http://www.pta.org))

<http://www.pta.org/advocacy/?navItemNumber=505>

- Legislative Program (directives, resolutions, position statements)
- Public Policy Agenda



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CALM  
AND  
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