

Advocate like a Pro

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Let's talk about Advocacy!

- Introduction
- A little history lesson
- Three steps to Advocacy
- Questions.....

History Lesson!

- Founded in 1897 as the National Congress of Mothers by Alice McLellan Birney and Phoebe Apperson Hearst, National PTA (www.pta.org) is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education.
- As the largest volunteer child advocacy organization in the nation, National PTA is the conscience of the country for children and youth issues. Through advocacy, as well as family and community education, National PTA has established programs and called for legislation that improves our children's lives.

Here are some examples.....

- Creation of kindergarten classes
- Child labor laws
- Public health service
- Hot and healthy lunch programs
- Juvenile justice system
- Mandatory immunization

Those who say it
cannot be done
should not
interrupt
the person
doing it.

- George Bernard Shaw



Step 1: Build Relationships

Don't Be Cujo



Be This Guy



Realize this.....

IF YOU WANT TO
CHANGE
YOU HAVE TO BE
WILLING
TO BE

UNCOMFORTABLE

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Identify your target groups!

- School Board members
- County Council
- Business Community
- Faith based Community
- Congress and Senators

Don't build
LINKS.
Build
RELATIONSHIPS.

Rand Fishkin

creatage

Ways to connect!

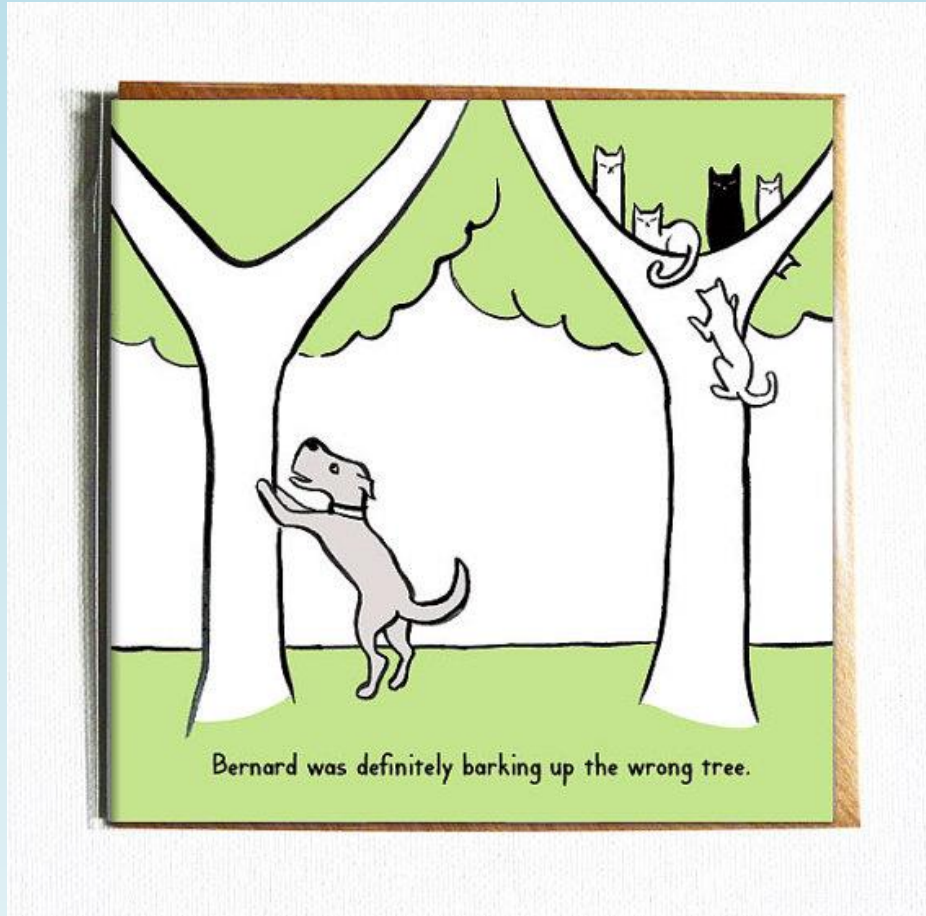
- Hand written notes, follow up phone call
- Invite them to your school
- Ask for volunteers
- Ask for meetings
- Make a presentation

All this time I thought PTA stood for Parents To Avoid... My bad.



your eCards
someecards.com

Step 2: Bark up the Right Tree



WHO?

- Inside your school
- In your school district
- On the state level



Step 3 Be a bloodhound

- Follow chain of Command
- Document every step and conversation
- Research policies and laws
- Be “source critical”
- Keep it brief and professional



Don't be this guy!



WHEN YOUR
PASSION AND PURPOSE
ARE GREATER THAN
YOUR FEARS AND EXCUSES,
YOU WILL FIND A WAY.

Nishan Panwar | fabQuote.co



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