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.....
Identify your target groups!

- School Board members
- County Council
- Business Community
- Faith based Community
- Congress and Senators
Ways to connect!

- Hand written notes, follow up phone call
- Invite them to your school
- Ask for volunteers
- Ask for meetings
- Make a presentation
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 you really want to say something, but you have to stop yourself.

When your passion and purpose are greater than your fears and excuses, you will find a way.

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