Advocacy For All

North Carolina PTA members can fulfill this mission and help brighten the future of every child.
Definition of the word Advocacy

“The act or process of supporting a cause or proposal”

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.
The Bylaws say

Section 8.4 Advocacy Committee. The advocacy committee shall develop and organize meetings, activities, and programs to further the goals and purposes of PTA. This committee is tasked with improving communications and relationships between school staff and families; educating families and caregivers on important issues related to the health and educational success of their children; and helping to make each child’s potential a reality.
About Local PTA Advocacy Committee

The goal of the local PTA advocacy committee chair is to inform the membership about education issues and North Carolina PTA legislative goals. Advocacy committee chairs can help the members become effective advocates.

Communications

Keeping Members Informed and Involved

www.ncpta.org

www.ncleg.net

www.senate.gov

www.house.gov
Does Advocacy Require Special Training?

No. Every PTA member can be an effective advocate for children. The best way to begin is to become active in your local PTA school unit.
How Do I Become An Effective Advocate

Be Fearless
Be Passionate
Be Informed
Be Helpful
Be Civil
Be Persistent
Be Thankful Always
What Does North Carolina PTA Advocate For?

North Carolina PTA leaders study state and local education issues carefully, and North Carolina PTA has supported several major priorities and positions designed to improve schools for all children throughout North Carolina. Local units and councils of North Carolina PTA also work on issues that are specific to their local schools.
NCPTA Advocacy Priorities

School Funding
Teachers and Administrators
Parental Involvement
Accountability
Health and Welfare
How Does North Carolina PTA Advocate For Children?

In many ways. Every day, North Carolina PTA members advocate for children in schools, before local government agencies like school boards and county commissions, in the state legislature in Raleigh, and in the federal government in Washington.

Every North Carolina PTA member can find a place to advocate for children.
Does North Carolina PTA Endorse or Support Political Candidates?

No, that is prohibited by our bylaws and by state and federal laws regulating 501(c)(3) nonprofit organizations like North Carolina PTA.

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<th>Issues</th>
<th>Yes</th>
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<td>Candidates</td>
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Can North Carolina PTA And Its Local Units and Councils Ask Candidates About Education Issues During Election Campaigns?
Yes. North Carolina PTA and its local units and councils may invite candidates to meetings where they can be questioned on issues, and where they can explain their own educational goals, but North Carolina PTA and its local units and councils never support or endorse individual candidates for public office. If an event is planned, North Carolina PTA and its local units and councils should invite all candidates running for the office or offices. North Carolina PTA members, of course, are completely free to participate in election campaigns as individuals.
Addressing Local Issues

• Organize Your Thoughts

• First, clearly identify the issue.

• If the issue involves your school district, carefully review your school board’s policies.

• If you decide to take a position on the issue, and have confirmed that it is within the overall mission of PTA, the next steps can be very useful:
Next Steps

1. Decide who is in a position to help you deal with the issue. Depending on the issue, this might be a principal, the superintendent, the school board or the county commission.

2. Select one or more of your local leaders or members to contact the appropriate individual or group, ask for a meeting to discuss the issue and find a solution. If it is necessary to learn more about the issue, compile a list of the agencies and organizations that would have the necessary information and ask for volunteers to do the necessary research.
3. If resolving this issue requires the support of your membership (for example, to persuade the school board to take a particular action), you will need to decide the best way to inform your members about the issue and urge them to take action. You may use email, phone trees, newsletters and other means of communication to do this. If you do this, you will need to provide your members with addresses, email addresses and phone numbers of the people who should be contacted (for example, the school board or county commissioners).
4. To give your members the information they need to be effective advocates, carefully prepare an information sheet, which explains the issue and the solution that is supported by your local unit.

5. If this is a major issue in the community, you may want to consider forming or joining a coalition of organizations that share your goal regarding this issue to unite for strength in addressing the issue.
Are you ready?

Advocacy is an opportunity for your PTA to solve local, state and national issues that impact children, youth, and families

PTA VOTES
What No Handout?

www.ncpta.org

Advocacy Tab