



Advocacy

What is Advocacy?

There are various descriptions of advocacy, but it is most often described as **active support of an idea or cause.**

A more formal description may read as follows: Advocacy by an individual or by an advocacy group normally aim to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions

PTA advocates on behalf of children.

Why Advocate?

To act on PTA's mission
To educate decision makers
To influence laws, policies and programs

Research the issue

The first step in beginning your advocacy efforts is to learn all about the issue:

Know the facts
Identify impact of issue—local, regional, state and national
Gather real stories that illustrate the need for change

Advocacy in Action

Once you have gathered the facts, it is time to put your efforts into action

Make an appointment with your policymaker
Meet with the policymaker
State your concern
Educate the policymaker
Specify the action you would like them to take
Provide handouts and fact sheets to reinforce your position
Thank the policymaker for meeting with you

Follow Up --- Keep in Touch

Continue your efforts after your meeting. Your advocacy action plan has to be ongoing and consistent.

Build a positive relationship with your policymaker's office
Get to know the policymaker's staff
Invite policymaker/staff to school to see the situation for themselves
Your contact with policymaker's office should include positive feedback for their help or action on other PTA issues
Always remember to thank them

Spread the Message/ Keep the Issue Visible

Include the larger community in your efforts

Build a network of advocates
Provide your network as well as media with fact sheets (use PTA talking points)
Communicate with policy makers ---Phone calls, emails, faxes, letters
Write letters to the editor, Op-Ed pieces, articles in support of your position
Form coalitions with other groups that support the issue
Give updates at PTA meetings, community meetings etc.
Speak of the issue publicly
Encourage everyone to get involved—build momentum

Get involved with Florida PTA's advocacy efforts

Florida PTA keeps you updated on all the news and legislative proposals during session. We send out alerts when a bill we are interested in based on our position statements is up for a vote. To keep updated and take action on issues sign up to receive information at:

<http://capwiz.com/floridapta/state/main/?state=FL>

Click on Action E list

Get an alert when your involvement can make a critical difference
Email your legislators with the click of a button
Message and Talking Points provided

Resources

Florida PTA and National PTA have numerous resources available to help you with your advocacy efforts. Please visit the web sites below for additional resources.

<http://www.floridapta.org/legislation.htm>

<http://capwiz.com/floridapta/state/main/?state=FL>

www.pta.org

www.floridapta.org

THANK YOU