



A Family of Advocates for ALL Children!

Voter Engagement and Elections What PTA's Can Do

Florida PTA Legislation Committee



Our Mission

to make every child's potential a reality by engaging and empowering families and communities to advocate for all children



Our Purposes

- A. To promote the welfare of children and youth in home, school, places of worship, and throughout the community;
- B. To raise the standards of home life;
- C. To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
- D. To promote the collaboration and engagement of families and educators in the education of children and youth;
- E. To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and
- F. To advocate for fiscal responsibility regarding public tax dollars in public education funding

***Before we get started, a
quick poll
to gauge the audience***



501(c)(3) organizations may NOT conduct partisan activities to support or oppose any candidate for public office, including:

- Endorsing a candidate.
- Making a campaign contribution to, or an expenditure for, a candidate.
- Rating candidates on who is most favorable to your issue(s).
- Letting candidates use the organization's facilities or resources, unless those resources are made equally available to all candidates at their fair market value

Activities 501(c)(3) Organizations CAN Conduct On a Nonpartisan Basis

- Conduct or Promote Voter Registration
 - Your PTA needs to choose whether it wants to promote voter registration or actually conduct it.
 - Promoting: putting information on your website, sharing state links. Conducting voter registration requires your PTA to determine where and how it would like to do so.



Activities 501(c)(3) Organizations CAN Conduct On a Nonpartisan Basis

- Host or Co-Sponsor a Candidate Forum
 - Great way to find out where each candidate stands on the issues important to your members.
 - You must invite all candidates, although if one does not agree to come you may still hold the forum. Just be explicit that all candidates were invited.
 - Ask questions on a variety of issues.
- Candidate Appearances
 - You may invite candidates to appear at your events. However, the rules are similar to the forum
 - All candidates must be invited, unless the person running for office is currently holding the office they are coming to speak about. For example, a member of Congress running for reelection may be invited solo as long as they are there to speak about their positions or accomplishments in office
 - It is important that candidates know their appearance is not a campaign event.

Activities 501(c)(3) Organizations CAN Conduct On a Nonpartisan Basis

- Distribute Nonpartisan Sample Ballots
 - Supervisor of Elections Office
- Candidate Questionnaires
 - Your PTA may put together a candidate questionnaire to educate your members on the positions of the candidates.
 - As with the forum and appearances, all candidates must be given the opportunity to answer your questions. If a candidate declines, you may still distribute the questionnaire, but you must indicate that all were asked.
 - Ask questions on a variety of topics in order to give your members an unbiased look at their candidates.
- Voter Guides
 - League of Women Voters (non-partisan)

Activities 501(c)(3) Organizations CAN Conduct On a Nonpartisan Basis

- Continue Issue Advocacy During an Election
 - Meet with the candidates
 - Letter to the candidates introducing them to PTA
 - Newsletter or email to your membership
 - Florida PTA Legislative priorities brochure
- Educate Voters on the Voting Process

Activities 501(c)(3) Organizations CAN Conduct On a Nonpartisan Basis

- Educate Voters on the Voting Process
 - Announce dates of elections and registration deadlines
 - Promote Early Voting & Vote by mail options
 - Demystify the voting process by helping voters determine where, when, and how to vote
 - Incorporate voting reminders into your communications and programs in the two weeks leading up to Election Day
 - It is nonpartisan as long as you're not telling or suggesting to someone whom to vote for

Timelines

October

- Continue intensive voter registration and voter pledge efforts through the registration deadline
- Include get-out-the-vote and voter education activities, primarily during the final two weeks before Election Day
- Promote early voting and vote-by-mail opportunities

Nov. - Dec.

- Review, debrief, and evaluate your voter engagement efforts

- Celebrate National Voter Registration Day on September 22, 2020
- Contact the returning & newly elected members

Voter Registration & Engagement Timeline for Your PTA

Jan. - Feb.

- Designate a project lead – an internal champion who will coordinate your voter engagement efforts
- Establish buy-in and support from your unit or state leaders

June - July

- Meet with your local elections office to establish a relationship
- Train and motivate volunteers who will interact with voters
- Plan and execute 1-2 summer voter registration events
- Develop and test a system for retuning completed voter registration forms
- Gather materials and resources to raise program visibility and engage voters

September

- Intensify your voter registration and pledge campaigns
- Celebrate National Voter Registration Day on September 27, 2016

Nov. 8th ~ Election Day!

- Create visibility and opportunities to celebrate with ideas like an Election Day party
- Have appropriate volunteer identified and prepared to answer voting questions

March - May

- Create a voter engagement plan, including goals and a timeline
- Review the voting rules and deadlines in your state
- Identify potential partners to help provide training and/or resources

August

- Kick off your voter engagement programs
- Inform your community and supporters about your voter registration and education activities
- Hang signage throughout all facilities to create positive reminders and to affirm your organization's commitment to voter participation

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VOTE NOW

NATIONAL PTA®

NONPROFITS, VOTING AND ELECTIONS

HOSTING A CANDIDATE FORUM

Published in cooperation with Nonprofit VOTE

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 National PTA
everychild. one voice.®

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Dates & Deadlines

- October 5, 2020 - Deadline to register to vote.
 - If mailing, must be postmarked by this date
- October 24, 2020 - Deadline to request a ballot by mail is
- October 24, 2020 to October 31, 2020 - Early voting period, but dates and hours may vary based on where you live
- November 3, 2020 - Election Day is Tuesday

PTA Volunteers Staying Nonpartisan

- Individuals may personally support a candidate.
- A volunteer's personal time is a private choice.
 - A volunteer cannot be seen as representing PTA on a campaign
 - A volunteer cannot use PTA resources for a candidate.
- Be cognizant of wearing your PTA name tags, shirts, or other PTA branded items while attending a campaign function

Resources

- pta.org/electionguides for more information on candidate forums, appearances, questionnaires, webinars, and additional resources.
- Nonprofit VOTE – www.nonprofitvote.org has a wealth of election related resources for you to browse through
- Hosting a Candidate Forum (PDF): An in-depth guide with step-by-step instructions on planning a candidate forum, including what nonprofits can and cannot do
 - <https://www.pta.org/docs/default-source/uploadedfiles/hostingacandidateforum.pdf>
- Voter Engagement Timeline - helps your PTA organize itself for its election related community engagement activities
 - <http://s3.amazonaws.com/rdcms-pta/files/production/public/Advocacy/PTA%20Voter%20Registration%20Timeline-2016%20v2.pdf>
- <https://nationalvoterregistrationday.org/>

Voter Voice

- Florida PTA
 - <https://floridapta.org/voter-voice-legislative/>



- National PTA
 - <https://www.pta.org/home/advocacy/take-action/sign-up-for-alerts>



Save The Date

- October 14, 2020 – PTA Advocacy
- January 27, 2021 – Youth Advocacy
- Florida PTA Legislation Conference – March 21-23, 2021



Your Opinion Matters



Florida PTA Legislation Committee

Karen Mazzola

Florida PTA Legislation Chair
legislation@floridapta.org

Lawrence Clermont, Vice Chair

Damaris Allen

Brita Wilkins Lincoln

Eric Stern

Tracy Strecker

Edeline Joseph-Theophile

Emmit Allen

Dannie McMillon

Dawn Steward

Dr. Danielle Thomas

www.floridapta.org

www.floridapta.org/advocacy

**Thank you for all you do for PTA
and for the children everywhere!**



A Family of Advocates for ALL Children!