



Organizing a Local Rally

Organizing a rally can be a highly effective advocacy tool. A rally can energize your members to work on advocacy activities. It can attract the press so that community members can become informed about our issues and positions. A rally is also an opportunity to be heard by legislators.

Here are some ideas for organizing a rally.

1. **Decide on the purpose of the rally.** What is your message?
2. **Decide on a date, time and location.** (Note items 3 and 4 below). Choices include the following:
 - a. Before or after school at a school field or park. Parents can bring their children to the rally without affecting class time. Students holding signs make great photo opportunities for the media.
 - b. Weekend morning at a school or park. Parents can bring their children in a relaxed atmosphere.
3. **Obtain approval for the rally** from your PTA and record in the minutes. This is necessary for insurance purposes.
4. **Obtain any necessary permits** from the school district or the city/town.
5. **Invite speakers.** Options include:
 - a. PTA President
 - b. Local legislators or their staff
 - c. School Superintendent
 - d. School Board Members
 - e. Teachers
 - f. Students
 - g. PTA Legislative Chair (good for a wrap-up)

Note: Speakers should talk for no more than three to four minutes to keep speeches brief.

6. **Select a moderator**, someone who can keep the rally on track.

7. **Arrange for a high school band**, or a few of its members, to play.
8. **Invite the media**, including television news stations, radio, and newspapers.
9. **Publicize the rally** to parents and the community.
10. **Make signs**. Include PTA's logo when possible.
11. **Hold a letter-writing campaign** by providing sample letters for participants to sign.
12. **Sign up new members** at the rally. Be prepared for handling cash and bring membership cards.
13. **Consider videotaping the event** for PTA websites and other websites.
14. **Let us know how it went** by e-mail to: legislation@floridapta.org.