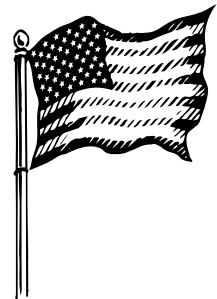


Advocacy at the Council Level

- Model advocacy activity for your units at your council meetings.
 - Give a clear, concise report.
 - Have a letter-writing activity with materials at a meeting.
 - Do a study on a local issue and take a position.
- Inform without overwhelming.
 - Easily used resources
 - Local events and issues
 - Pace your educating of units throughout the year
- Pass along timely information quickly and confidentially.
 - Email the core message, not several layers of headers
 - Use the Bcc function (blind copy) so that you are not spreading addresses
 - Have your "snail mail" envelopes ready.
- Recognize that different units are starting from different levels of advocacy activity.
- Advocacy may draw a different set of people than other PTA functions, so advise your units to look in different places for Advocacy representatives.
 - "Advertise" in the PTA or school newsletter
 - Find out who is active in the League of Women Voters, city politics, and neighborhood associations.
- Reinforce attendance at Sacramento Safari, and advocacy trainings and roundtables.
 - "I saw people from Sunshine Elementary and Moondance Middle at the advocacy roundtable last week..."
 - "Let's hear it for Saturn High's first time attending Sacramento Safari!"
 - "Who wants to drive together next week to..."
- Organize a visit to your local representatives' office.
 - We want to develop a rapport with our representatives
 - Include advocacy reps. from your units
 - Create a PTA talking points list
 - Your representatives are just "regular" people. Don't be intimidated
 - Arrange carpooling if necessary
 - Report on the activity at your next council meeting and to 4th District



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