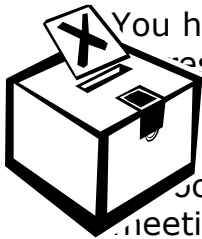


Advocacy at the Unit Level



- Statewide initiatives are studied by the State PTA legislation committee using the Legislation Platform, Resolutions, Position Statements and Issue Related Guidelines.
 - A position taken by state or national PTA does not have to be re-studied and re-voted by your unit.
 - Expenditures to promote a position (e.g. printing costs for flyers) need a motion and approval.

- What if your PTA disagrees with a State PTA stance?
 - You are **not**, as a PTA entity, to advocate on the opposite side.
 - Don't put efforts into promoting the PTA stance.
 - Write to state or national leg. teams to express your opinion.



You have a right to your own individual opinion, but when representing PTA, you must advocate the PTA position.

- **R** Distinction between information pieces and advocacy ("Vote YES on Measure DD!") may be helpful. Information can be distributed at meetings, distributed on the sidewalk, or mailed home with children.
 - Advocacy urges action / Advocacy is persuasive
 - Information may be distributed in the above listed ways and also sent home with kids.
 - Information is evenhanded and dispassionate.
 - "The California State PTA has taken a position opposing Proposition 54" is a piece of information that can be reported without being advocacy.
 - Anything sent home through kids is still subject to the approval of the principal. The principal's word is final.

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- If you are starting from scratch, take it gradually. If your unit is already active, take it to the next level.
- Ask for assistance from your PTA council or district.
 - Pass on timely information from Council, District or State PTA to members of your school community
 - 4th District Speakers bureau

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