



## Advocacy at the Council Level

- Model advocacy activity for your units at your council meetings.
  - Give a clear, concise report **at every meeting**.
  - Have a letter-writing activity with materials at a meeting.
  - Do a study on a local issue, take a position, take action.
- Inform without overwhelming.
  - Use handouts provided by 4<sup>th</sup> District PTA
  - Educate leaders about local events and issues
  - Simplify the message
- Pass along timely information quickly and confidentially.
  - Email the concise core message
  - Use the Bcc function (blind copy) to keep email addresses confidential
  - Use social networking sites and texting, etc. to get the word out.
- Recognize that different units are starting from different levels of advocacy activity. Assess the level of your units and work from there.
- 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” for interested members in your council newsletter
  - Are any of your members active in the League of Women Voters, city politics, and neighborhood associations?
- In your council meeting report, 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.
  - Identify your legislators by going to <http://www.leginfo.ca.gov/yourleg.html>
  - Develop a rapport with legislators
  - Invite interested council and unit PTA members to join you in your visit.
  - Create PTA talking points so you have a plan for discussion
  - Your representatives are just “regular” people. Don’t be intimidated!
  - Report on the activity at your next council meeting and to 4<sup>th</sup> District

