



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), however, 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.
 - Understand that, in PTA, the majority rules. Understand that sometimes your unit will be in the minority.
 - If you disagree, just don't put efforts into promoting the PTA position.
 - Write to state or national PTA to express your opinion.
 - As a citizen, you have a right to your own individual opinion, but when representing PTA, you must advocate the PTA position.
- Recognize the distinction between information pieces and advocacy pieces.
 - **Advocacy** ("Vote YES on Measure DD!") may be handed out at meetings, distributed on the school sidewalk, or mailed home. **It must not be sent 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.
- If you are starting from scratch, take it gradually. If you unit is already active in advocacy, 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.
- Ask a member of the 4th District PTA Advocacy team to speak at your meeting.