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.