

# SIMPLICITY OF ADVOCACY!

HOW DO YOU ALREADY ADVOCATE AND HOW YOU  
CAN!

Advocate

# WHAT IS ADVOCACY?

- Advocate - a person who publicly supports or recommends a particular cause or policy.
- PTA, defines advocacy as the act of mobilizing individuals and local PTAs to work with the state and National PTAs to spark changes in programs and policies that benefit children.

# HOW DO YOU ALREADY ADVOCATE!

- Home
- School- Classroom
- Community



# WHO IS YOUR CHILD'S BEST ADVOCATE?



# SPEAKING UP FOR EVERY CHILD

## **Goal 1: Understanding How the School System Works**

Understanding how the school and district operate

Understanding rights and responsibilities under federal and state laws

Learning about resources

Resolving problems and conflicts

## **Goal 2: Empowering Families to Support Their own and Other Children's Success in School**

Developing families capacity to be effective advocates

Planning for the future

Smoothing transitions

Engaging in civic advocacy for student achievement

# SHARING POWER

## **Strengthening the Family's voice in Shared Decision Making**

Having a voice in all decisions that affect children

Addressing equity issues

Developing parent leadership

## **Building Families Social and Political Connections**

Connecting families to local officials

Develop an effective parent involvement organization that represents all families

Recognize that all parents, regardless of income, education or cultural background, are involved in their children's learning and want their child to do well,"

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# COLLABORATING WITH THE COMMUNITY

- **Goal 1: Connecting the School with Community Resources**

Organizing support from community partners

Turning the school into a hub of community life

Partnering with community groups to strengthen families and support student success

# STATE AND NATIONAL

- Creating a PTA Resolution – child trafficking
- Write to leaders whose decisions effect education – legislators
- Organizing meeting with those leaders
- Know who your legislator is and
- Call them when we have Action Items we need to connect with them.





# MEETING WITH YOUR DECISION MAKER

- Key person and exit signal
- Supporting lines
- Note-taker



# SPOKESPERSON AND EXIT-SIGNALER

- Leads
- Refocuses
- Asks
- Ends

# ROLLS IN YOUR MEETING

## **Supporting Lines**

- Sprinkle
- Data
- Anecdotes

## **Note taker**

- Conclusions
- Refusals
- Asks
- Follow-ups

# GENERAL STEPS

- Introductions
- State your purpose/ *Make your Points*
- Discuss/ Exchange
- Make your Ask
- Follow up Accordingly
- Close

# HE/ SHE SAID NO!

- Stay calm. Stay confident.
- Respectfully inquire
- Respond effectively
- Accept the answer
- Offer Alternative
- Accept the answer

# AFTER

- Put agreements or refusals in writing.
- Celebrate!
- Hold a formal debrief.
- Deliver promises
- Write a thank you

# WAYS TO STAY INFORMED

- [www.pccpta.org](http://www.pccpta.org)
- Capwiz- [www.floridapta.org](http://www.floridapta.org)...click on the Advocacy tab.
- Our Children from National PTA
- National website – [www.pta.org](http://www.pta.org).
- This week in Washington
- [www.myfloridahouse.gov](http://www.myfloridahouse.gov)
- [www.flsenate.gov](http://www.flsenate.gov)