



# Advocacy: The Heart of the PTA



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# Making every child's potential a reality

Our mission is to be:



A powerful voice for all children

A relevant resource for families and communities

A strong advocate for the education and well-being of every child

# Purpose of PTA Advocacy

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

We advocate on a variety of levels:

- School
- District
- State
- National

It's Our History!

Through advocacy, as well as family and community education, National PTA has established programs and called for legislation that improves our children's lives.

# Past Advocacy:

- Creation of Kindergarten classes
- Child labor laws
- Public health service
- Hot and healthy lunch programs
- Juvenile justice system
- Mandatory immunization
- Arts in Education
- School Safety

# Policy Priorities

- Family Engagement in Education
- Federal Investments in Education
- Gun Safety and Violence Prevention
- Child Nutrition
- Safe, Supportive and Inclusive Schools
- Investing in School Infrastructure



National PTA  
**PUBLIC POLICY  
PRIORITIES**  
for the 118th Congress  
(2023-2025)

# What does Advocacy look like?

- Work with your school to implement a strong family engagement policy.
- Attend school board meetings and Board Advisory Council Meetings.
- Write a letter to the editor about the importance of family engagement in education.
- Invite an elected official to your school.
- Meet with county, state and federal decision makers to share your stories and priorities.
- Engage your school community in upcoming elections by reminding them to register to vote, or to head to the polls on election day.
- Invite your school community to Advocacy learning sessions!

# You don't have to reinvent the wheel!

We will share with you upcoming events, tool kits, and social media content to make advocacy easier to share with your school community and get involved with!



# Other Helpful Resources

- National PTA has some great resources!  
[www.pta.org](http://www.pta.org)
- [www.ptakit.org](http://www.ptakit.org) - check out the Advocacy Tab
- Great video: How to Lobby the PTA Way
- Follow Wake PTA Council on Facebook and Twitter
- Sign up for the National PTA Takes Action Network and respond to action alerts to reach your legislators on important issues and legislation.
- Sign up for the Advocacy News from North Carolina PTA and respond to the alerts listed there.