



ADVOCACY

Since the conception of PTA, advocacy has been at our core. We are the largest member-based child advocacy association in the nation. Our mission is to ensure that every child reaches their full potential by engaging and empowering families and communities to advocate for child welfare and public education. To fulfill the mission of PTA, it is important to use our united voice to share information about important issues at the local, state, and national levels.

However, advocacy doesn't always mean legislation. We advocate every day. Your role as the Advocacy Chair is to listen for areas where your PTA community needs to have their voice amplified, whether it is a need for a new crossing guard, road signs regarding deaf children at play, or the need for new indoor recess games.

No matter the topic, if a change needs to be made to make it easier for all students' potential to be their reality, PTA is there to advocate on their behalf.

QUICK-START ACTIONS

1. Work with the outgoing Advocacy VP/Chair to review ongoing efforts and needed materials.
2. Review BASICS Advocacy Resource Guide for detailed support and best practices.
3. Subscribe to Texas PTA's Under the Dome to receive advocacy-related communications.
4. Review Texas PTA's and National PTA's Legislative Positions, Resolutions, and Legislative Priorities.
5. Advocate and monitor policies aligned with Texas PTA's Legislative Priorities and your PTA membership.
6. Present legislative reports and share action alerts at all association and board meetings.
7. Meet with elected officials at least annually.
8. Network with PTA Advocacy Leaders in your community to collaborate on common goals.
9. Promote and participate in Texas PTA's biannual Rally Day.

KEY TRAININGS

- FOUNDATIONS Essentials:** An introductory course for new PTA leaders. All executive board members must complete this course once in their PTA service.
- BASICS Boardmanship:** Required online course for all executive board members.
- BASICS Advocacy:** Required online course for advocacy chairs.

Key Resources

BASICS Advocacy Resource Guide
BASICS Boardmanship Resource Guide

Texas PTA and National PTA; Website, Facebook, Twitter, and Instagram

IMPORTANT DATES AND DEADLINES

- **Legislative Session Years (Each session begins in January of an Odd Numbered Year):**
 - Encourage and coordinate a group to attend Rally Day.
 - Speak with your school district and school board to determine their legislative priorities and how they align with Texas PTA's priorities for the session.
 - Coordinate with fellow Advocacy Chairs (local and council) to determine if your PTA will have its own legislative priorities
 - Make appointments before the start of the session to share your priorities with your area legislative delegation
- **Non-Legislative Session Years (Straight-Talk: An education forum is held by Texas PTA in February of Even Numbered Years)**
 - Encourage and coordinate plans for the event
 - Coordinate with school faculty regarding the topic and determine how students and families can participate

Questions? Find more resources at txpta.org/advocacy. Contact your Council PTA or Field Service Representative. In addition, you can email presidentelect@txpta.org or contact the Texas PTA State Office at 1-800-TALK-PTA.

Quick Start Guide

The BASICS materials provide essential training for many PTA positions. This guide is just the beginning!

ABOUT PTA

The mission of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

What this means: We engage, empower, and advocate to achieve our vision—every child's potential is a reality. Our mission statement guides us and should drive any significant decision. The funds we raise are used to support our mission.

WHAT IS PTA?

PTA is a 501c3, member-based association that advocates for the best interest of ALL children in many areas. It is self-governing and non-partisan. PTA advocates for or against issues but does not endorse any candidate or political party.

What this means: You are a member of a nonprofit executive board and therefore have certain legal responsibilities. Executive board members have three fundamental fiduciary duties: the duty of care, duty of loyalty, and duty of obedience. Executive board members act as trustees of the PTA's assets and must exercise due diligence to oversee that the PTA is well-managed and that its financial situation remains sound. The executive board verifies that all filing requirements and tax obligations are completed.

OUR PURPOSE

- Welcoming families into the school community
- Communicating effectively
- Supporting student success
- Speaking up for every child
- Sharing power
- Collaborating with communities

PTA STRUCTURE

Members
 Local PTA (campus level)
 Council PTA (district or community)
 Texas PTA
 National PTA

FINANCE

The Life Cycle of A Budget

- Elected/appointed executive board members create plans of work which include a budget detailing project-related expenses.
- PTA happens, and expenses occur.
- The executive board approves the plans of work and the membership votes to adopt the budget plan. Financial reports are presented at each regular executive board and membership meeting. Financial reconciliation happens at the end of the year, and the membership receives the report at the first meeting of the next school year.

TRAINING

Scan the code or visit txpta.org/training to learn more.



GETTING STARTED

As a leader in PTA, there are a few things you need to do to start the year.

ONE	TWO	THREE	FOUR
First, join your local PTA! All executive board members must be PTA members.	Next, register with Texas PTA at txpta.org/register-as-a-board-member .	Your local PTA secretary asks all executive board members to sign a Confidentiality, Ethics, and Conflict of Interest Agreement.	Your local PTA president asks all executive board members to create a Plan of Work which begins the annual budget process.

