

## ADVOCACY TOOLBOX

Every PTA Advocate needs a Toolbox filled with the tools for effective action. It doesn't matter what the issue, or what the organization is you want to move to action, the basic skills and attributes remain the same. With these tools you can make things happen!

- A copy of the "Legislative Chair Handbook." Read it and use it!
- An effective e-mail list of your active members, if a local unit (LU) chair, your LU leg. chairs if a Council leg. chair, and your Council and non-council LU leg. chairs if a Regional Leg. Chair (RLC). Build a telephone tree. Use them!
- Lists of the officials you want to affect. School Board, District officials, principals, your state legislators and state officials, city and county officials, and your Congressional representatives. Use them!
- A list of your local newspapers and their reporters and editorial writers, and a list of who to contact at the radio and TV stations. Use them!
- A list of other child advocates in your area who work in the education, health and social services fields. Get to know them. Use these contacts!
- All the information you can learn about an issue you want to advocate about. Material and fact sheets for your PTA newsletter. Use this material!
- A copy of the WSPTA and National PTA Legislative Issues and Policy Statements. Learn them. Share this information.
- A plan to practice on public speaking, and prepare to speak out on an issue. Do it!
- A circle of friends and other PTA members who believe in the issue at hand. Work with them!
- Confidence and Passion about your Mission and Goals, and about making a difference in the lives of Children. Project that Image!
- A Will to Win. Just do it!