

# Focus on Advocacy Checklist for Success

## Focus on Advocacy Week

Virtual

## Focus Day

In-person

### Before Focus Day/Focus on Advocacy Week

- ☐ Schedule meetings for Focus Day with legislators and their legislative assistants as early as possible. If your PTA is in a council, check to see if they are scheduling meetings. If you are unable to schedule for Focus Day, it is still important to schedule meetings with your legislators to discuss the PTA priorities for an alternate date.
- ☐ Determine the meeting details in advance. Is the meeting in-person or virtual? If the meeting is in person, ask how many PTA volunteers are allowed to attend the meeting with the legislator? If virtual, what platform will be used (Zoom, Teams, other) and who will set up the meeting and provide the link (PTA or legislator)?
- ☐ Recruit PTA volunteers to attend your meetings. Get their contact information because you will need to provide their names to the legislative assistant who is scheduling your meeting.
- ☐ Determine which PTA priority you want to share with legislators. What is important to your local PTA or council? Who on your team has relevant stories to share during the meeting?
- ☐ Plan a training before the event. Gather your attendees to brief them on important information and expectations, review the WSPTA talking points, and determine your plan for the legislator meeting (e.g., who will be speaking for your group and who will take notes). If virtual, assign a tech person to host the meeting and share any documents or videos and. Do a test run sharing documents/videos to ensure everything runs smoothly during your meeting with legislators.
- ☐ Confirm your meeting time with the legislator's office and send copies of WSPTA legislative issue resources in advance. Confirm with your attendees multiple times - remind PTA volunteers of the meeting date and time and the meeting link (if virtual). If in-person, please coordinate transportation, as parking is limited.
- ☐ Promote virtual Focus on Advocacy Week to your members to increase participation. Encourage members to sign up to receive [action alerts](#).

### During Focus Day/Focus on Advocacy Week

- ☐ **Meetings** – Execute your scheduled meetings with legislators.
- ☐ **Action Alerts** – Encourage your members to participate in the daily calls to action. Members who are signed up to receive action alerts will receive easily customizable messages that the action alert system will automatically send to legislators.
- ☐ **Social media** - Share your advocacy work on your personal and PTA social media accounts throughout the week.

## After Focus Day/Focus on Advocacy Week

- ☐ Thank your members for their participation.
- ☐ Thank your legislators and staff for meeting with you and provide any requested follow-up information.
- ☐ Share a summary of Focus Day/Focus on Advocacy Week and your legislator meetings with your members. Provide pathways for your members to continue to act by encouraging them to sign up for WSPTA Action Alerts and participate in your local PTA or council advocacy efforts.
- ☐ Complete the [WSPTA Legislator Meeting Summary Form](#) to share how your meeting went and if there are any follow-up actions needed from WSPTA.