Opposition Communications Toolkit
For Local PTAs and Councils

PTA has a long history of advocating for every child's education, health, safety, and well-being. The Washington State PTA Board of Directors has voted to oppose three initiatives on the November 2026 ballot: **IL26-001, IL26-638, and I-645** (also known as IP26-645). Your local PTA or council may remain neutral or choose to actively oppose one or more of these initiatives. **Once your PTA or council has formally adopted a position to oppose, this toolkit gives you ready-to-use materials to share that position with your members.** For how to adopt a position, see the companion guide, Votes to Oppose Ballot Initiatives — Steps for Local PTAs and Councils. For WSPTA's full positions, go HERE.

What your PTA can say depends on where you say it

- **Members, through PTA channels — you may be persuasive.** Ask people to vote NO. Email, meetings, coffee chats, non-district websites and newsletters.
- **School / district channels — facts only, no persuasion.** District newsletters, kid-mail, district websites, reader boards, school events: state only that the measures are on the ballot and where to read them.
- **Social media — WSPTA has chosen to stay out.** WSPTA will not post a position on these measures on social media; the conversation around them is too charged for a post to be productive. On social, WSPTA will simply encourage people to vote, without taking a stance. A local PTA is permitted to share its own position on its own social channels if it judges that productive — this is WSPTA's own choice, not guidance for your PTA.

1. Talking points for each measure

- **IL26-001 — Talking points for IL26-001**
- **IL26-638 — Talking points for IL26-638**
- **I-645 — Talking points for I-645**

2. Key resource links (reproduced from the ballot-measures page)

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Hub page: WSPTA 2026 Ballot Measures

Position statements: IL26-001 · IL26-638 · I-645

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FAQs: IL26-001 & IL26-638 · IP26-645

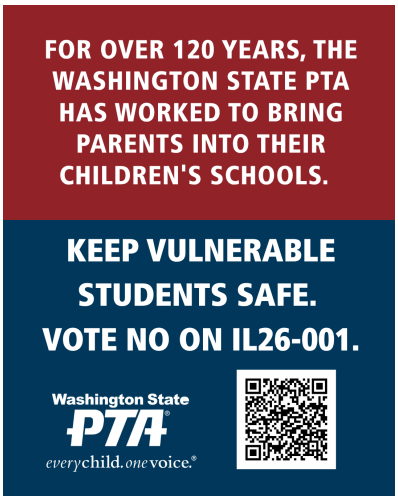
Official full text (Secretary of State): IL26-001 · IL26-638 · IP26-645

Adoption guide: Votes to Oppose Ballot Initiatives — Steps for Local PTAs and Councils (PDF)

Register / check your registration: VoteWA.gov

3. Graphics — ready to post (PTA channels)

» Four approved graphics with locked copy. Use the single-measure versions when focusing on one initiative, the combined versions for a general push. Persuasive — members and PTA channels only.



No on IL26-001 — single measure

No on IL26-638 — single measure

No on I-645 — single measure

Vote No on all 3 — signs version

4. Sample newsletter blurb (~100 words, links to the landing page)

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SAMPLE SCAFFOLD — replace every bracket; expand as suits your needs

Headline: [Our PTA Opposes the 2026 Ballot Initiatives]

[PTA name] has voted to oppose Initiatives IL26-001, IL26-638, and I-645 on the November 2026 ballot, joining Washington State PTA. **[One sentence on why — drawn from the attorney-reviewed position statements.]** Ballots arrive in mid-October. We encourage every member to learn more and vote NO on all three. For WSPTA's full positions, the measures' text, and FAQs, visit the Washington State PTA 2026 ballot-measures page: wastatepta.org/focus-areas/advocacy/2026-ballot-measures. Questions? Contact **[PTA contact]**.

5. How local PTAs use these resources

- **Phase 1 — once adopted, tell members.** Share that your PTA opposes the measures and why, using the talking points, a graphic, and the newsletter blurb, through PTA channels.
- **Phase 2 — ballots arrive (mid-October to Nov 3).** Shift to a direct "vote NO" reminder to members, and point people to register and return ballots.
- **Neutral PTAs and district channels.** Factual only: the measures are on the ballot, where to read them, how to vote. No persuasion.
- **Cadence.** A few touches are enough; repeat the core message and link the hub each time.

6. Compliance quick-check

Do

- Keep it factual and source every claim.
- Use only PTA channels for persuasion; use school/district channels for factual information only.
- Stay nonpartisan and speak only for your own PTA.

Don't

- Endorse or oppose any candidate for public office.
- Push "vote NO" through district newsletters, kid-mail, district websites, reader boards, or school events.
- Forward another organization's or campaign's call to action. WSPTA is nonpartisan and not affiliated with any outside campaign.
- Watch lobbying limits. See the adoption guide (Q11) on the 501(h) election.

For help taking or communicating a position, contact your council or region advocacy chair, or the WSPTA Advocacy Director at PTAadvocacydir@wastatepta.org.

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