



## PATTY SCRIPTER

*Vice President, Legislation & Advocacy*

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### DUTIES

- Director of Legislation & Advocacy
- Supports Council and OOC Unit legislation and advocacy leaders
- Attends Legislation Conference
- Chair of District Superintendents' and Administrators' Conference
- Chair of District Convention Resolutions Committee
- Oversees Founders' Day Chair



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First District

**PTA**<sup>®</sup>

*everychild.one voice.*<sup>®</sup>



## **SIGN UP NOW TO BE ON THE FIRST DISTRICT PTA A-LIST**

**Now Forming - the First District PTA A-Team – with “A” for Advocacy! We want you to be part of our team and on our A-List.**

Our goals:

- Build on the increased participation of our local members this past year when opportunities to learn more about advocacy issues and opportunities were offered online.
- Increase the numbers of councils and units who have Advocacy VPs and Chairs who regularly share information with their members.
- Highlight and share available resources and training focusing on local and statewide advocacy with a focus on opportunities available from First District, California State PTA and National PTA.
- Increase not just our local capacity for advocacy but also our local ACTION on issues that impact children, families, and schools.

Learn more about upcoming First District PTA opportunities – both online and in person – to learn about current issues from state and local experts, opportunities for parents and community members to give input at the local, state and national level. Receive more information by signing up for the First District PTA advocacy email A-List so you will be in the know.

# Become an A-Lister

*For more information:*  
*Patty Scripter*  
*VP of Legislation & Advocacy*  
[legislation@pta1.org](mailto:legislation@pta1.org)





## PTA Founders' Day is February 17 of each year — and a special time to reflect on the value of PTA.

In 1897 a group of parents, teachers and community members met in Washington D.C. to champion causes that impacted children and families. 124 years later in schools and towns across the globe, we are still meeting for the same purpose. Founders' Day celebrates the legacy of the Parent Teacher Association and all the good that it has done over the last century. On February 17th we pause to celebrate the efforts of our founders Phoebe Apperson Hearst, Alice McLellan Birney and Selena Sloan Butler.

PTA has a rich history of advocating on behalf of children and families. Did you know that child labor laws, hot school lunches, kindergarten, and getting more arts in education were all issues PTA advocated for? Even before women had the right to vote, mothers in the PTA were leading the charge on these important issues. To learn more about the history of the PTA, National PTA has a [comprehensive timeline](#) that outlines our accomplishments decade by decade.

Why is it important to set aside some time in the month of February to celebrate Founders' Day? **So many of the parents at our school sites don't truly understand what the PTA does.** Through movies and media, we have become a stereotyped group of bake sale moms—but we are so much more than that! Sharing our legacy of advocacy, the good that has been done, and the things we have yet to do, will help your families become more invested in your programs. Perhaps it will even inspire members in your community to join your PTA.

There are so many ways to celebrate Founders' Day. You could post to your social media some of the great advocacy work PTA has done, you could give Honorary Service Awards, or you could pass the hat for a freewill offering to help continue the mission of the PTA. [CAPTA.org](#) has graphics you can use as well as fliers, videos, and ideas on fun ways to celebrate.

First District PTA typically celebrates at our February District Board and Association meeting with special speakers and activities. Please make plans to join us on February 28, 2022 (TENTATIVE Date).

*For more information:*  
Patty Scriptor  
VP Legislation & Advocacy  
[legislation@pta1.org](mailto:legislation@pta1.org)



As the largest volunteer child advocacy organization in the nation, PTA has emerged as a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education.

Our advocacy goal is to represent, inform and mobilize members and the public to advocate for the education, health, safety, and well-being of all children.

### Why Advocate?

- To secure adequate laws for the care and protection of children and youth
- To educate decision-makers at local, state and/or federal levels
- To educate the public
- To influence laws, policies & programs
- **No amount of fundraising equals the impact of a single piece of legislation!**

### What does local advocacy look like?

- Being involved in your school district's LCAP process
- Sponsoring a voter registration drive – especially for graduating seniors
- Writing a resolution for consideration at convention
- Hosting a Candidates Forum and/or Candidate Questionnaire
- Speaking at school board meetings
- Meeting with elected officials on PTA concerns
- Offering advocacy training for units/local leaders
- Making advocacy reports part of every council & unit agenda
- Budgeting for and attending CA PTA Legislation Conference
- Advocating for a local issue after a study committee prepares a report and the association votes (cross walk, crossing guard, homework policy, playground safety....what are your local issues?)
- Supporting National and State legislative efforts by following through on Alerts asking for action (letter writing, emails, and phone calls)
- **Making sure you carry the PTA message when you are representing PTA!**



### How can First District support your efforts?

- Attend First District leadership training on advocacy and current issues.
- Contact us if you need additional information or training.
- Invite a district officer to address your council/OOC.
- Attend monthly First District meetings and share the information with your board and units.



**BE SURE TO LEARN MORE ABOUT THE NEW A-TEAM COMING IN JULY 2021!**



**Remember: Membership Affects Advocacy--strength of numbers brings strength of message. This is why membership campaigns are critical.**



PTAs are 501(c)(3) Non-Profits and may not:

- devote more than an insubstantial part of their activities to influence legislation.
  - participate in any political campaign on behalf of or in opposition to a candidate for national, state or local public office.
- Failure to comply may endanger the 501(c)(3) nonprofit status of your unit or council.

For more information: Patty Scriptor – VP Legislation & Advocacy – [legislation@pta1.org](mailto:legislation@pta1.org)

## Social Media & PTA Advocacy

GREEN	YELLOW	RED
Sources you can retweet or share <b>immediately</b> .	Sources you should <b>consider/research</b> before retweeting or sharing.	Sources you should <b>never</b> retweet or share from a PTA owned/named account.
<ul style="list-style-type: none"> <li>● National PTA</li> <li>● California State PTA</li> <li>● Your District PTA</li> <li>● Your Council PTA</li> <li>● Your County Office of Education</li> <li>● Your School District</li> <li>● Your School</li> <li>● Your PTA's events</li> <li>● Ed100</li> <li>● Items pre-approved for distribution</li> </ul>	<ul style="list-style-type: none"> <li>● Other State PTAs</li> <li>● EdSource</li> <li>● California Department of Education</li> <li>● State elected officials: Governor, Assembly Members and Senators</li> <li>● Federal elected officials: President, Members of Congress, Senators</li> <li>● Legislative Analyst's Office (LAO)</li> <li>● Allied Agencies</li> <li>● Other PTA officers</li> </ul>	<ul style="list-style-type: none"> <li>● Political parties</li> <li>● Support for a political candidate</li> <li>● Federal legislative positions or national issues that differ from the National PTA position</li> <li>● State legislative or ballot positions that differ from the California State PTA position</li> <li>● Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven't voted to support</li> <li>● Anything that is mean-spirited, accusatory, or not true</li> </ul>
<b>Go for it!</b>	<b>Think*Research*Ask*Verify</b>	<b>NOT from a PTA account</b>

**California State PTA and National PTA positions can be found on the following websites:**

<http://capta.org/focus-areas/advocacy/position-statements>

<http://capta.org/focus-areas/advocacy/resolutions>

<http://capta.org/focus-areas/advocacy/current-legislation>

<https://www.pta.org/home/advocacy/ptas-positions>

**Elections and candidates have their own section in the California State PTA online Toolkit:**

<http://capta.org/focus-areas/advocacy/election-campaigns>

Quick responses are important for social media, so this guide can help you feel comfortable re-tweeting, sharing, and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt, leave it out. This is offered as a guide – it is not an all-inclusive list.

**Be respectful | Be honest | Be discreet | Be responsible**