



2017 Outstanding Local/District/Council/Regional/ PTA Advocacy of the Year Nomination Form

Description:

Advocacy is the cornerstone of National PTA's mission and our powerful voice is derived from the advocacy of individual PTA units on behalf of educational opportunity and well-being for all children.

National PTA presents an annual award to one local, district, council or regional PTA that through their dedication, leadership and efforts positively affected legislative and/or regulatory policy aligned with National PTA's public policy agenda. The winning PTA will receive two all-expense paid* trips to the 2017 Legislative Conference and will be recognized at an awards ceremony on March 8 in Washington, DC.

*Expenses include and are limited to round-trip airfare, hotel accommodations, ground transportation, conference registration and materials, and per-diem food expenses for the approved dates.

Nomination Requirements:

The Local/District/Council/Regional PTA Outstanding Advocacy Award will be presented to a PTA that positively impacted legislation or policy and these efforts must be based on a local or state issue, involve working with multiple organizations or coalitions through grassroots collaboration, and contain a public awareness/advocacy training component for PTA members and the community at large. Nominations will be judged based on the point values assigned to each required question. Any PTA member may submit a nomination and presidents may nominate their own PTA. Only PTAs in good standing may be nominated. Please note that as part of the process, local and state PTA leaders may be contacted.

Complete nominations must include:

- Contact and PTA membership information for both the PTA nominated and the nominator;
- A brief narrative for each question below concerning the PTA's advocacy on behalf of PTA (500 words or less recommended per question);
- At least one (3 maximum) supplemental document of the PTA's advocacy efforts (i.e. Op-Ed, blog post, action alert, photo, legislative action plan, etc. - get creative!).

The deadline for nomination is December 18, 2016. All submissions must be submitted via email to National PTA Government Affairs Coordinator, Lindsay Kubatzky at LKubatzky@pta.org. Please contact him either by email or by phone at 703-518-1262 with any questions or concerns. Award winners will be notified by mid-January 2016.

Contact Information for Individual Submitting Nomination:

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Contact Information for PTA Nominated:

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1. Identify the issue(s) most aligned to the PTA's advocacy efforts as listed in the National PTA 2016 Public Policy Agenda (e.g. Child Health and Safety, Juvenile Justice, Special Education). If the issue doesn't align with those in the National PTA Public Policy Agenda, please define the issue in detail and indicate how this advocacy is aligned with the mission of PTA.

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2. Describe the goals and the intended outcomes/impacts of the advocacy plan. (10%)

3. Describe the advocacy plan and actions that were undertaken in the past year to address this issue. Include information on:

- activities conducted
- target audience
- efforts to engage families, community stakeholders, media, policymakers and/or decision makers, including any informal or formal partnerships developed to address this issue. (35%)

4. Please explain how the PTA's efforts raised PTA members awareness of this issue and how they motivated and mentored members to take action. (20%)

5. What was the outcome or impact of the PTA's efforts? If there is no clear result at this time, describe how the PTA continues to promote and sustain the effort(s) throughout the year. (15%)

6. In reflecting on the effectiveness of the PIA's advocacy efforts, what would you do the same and what would you do differently and why? (20%)