Advocacy Impact Award

To Translate Adapted Translation

Since the earliest days, Texas PTA leaders and members have sought to fulfill our mission to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

As such, Texas PTA is proud to offer the opportunity to recognize and celebrate the advocacy efforts of Local PTAs, Council PTAs, and Students through the prestigious Advocacy Impact Awards. The award categories and examples are listed below.

Earn the Digital Badge: All eligible applicants will receive a digital badge or certificate and be celebrated on the Texas PTA website to honor their advocacy efforts.

Council PTAs: complete an activity from at least 3 listed categories.
Local PTAs: complete an activity from at least 2 listed categories.
Students: earn a digital certificate after completing an activity from at least 1 category.

Outstanding Advocacy Impact Awards: One outstanding submission from each group above will be recognized on stage at LAUNCH. *Local and Council PTAs must be in Good Standing to be eligible for the Outstanding Advocacy Impact Award.*

Apply Here

<table>
<tr><th colspan="2">Council & Local PTAs</th><th>Student</th></tr>
<tr><td>Council PTA efforts should focus on district-wide and Texas PTA initiatives.</td><td>Local PTA efforts should focus on your school community and support Council (or district-wide), and Texas PTA initiatives.</td><td>Student efforts should focus on your local community and support Local PTA, Council PTA (or district-wide), and Texas PTA initiatives.</td></tr>
<tr><td colspan="3">All advocacy work must fall within the Texas PTA priorities.</td></tr>
<tr><td colspan="2">Shared advocacy information
Build or utilize a communications tool dedicated to sharing advocacy information on an ongoing basis, such as a newsletter or website/web page.
Share with your community the importance of PTA membership and its role in giving a voice to every child.
Share information about local advocacy initiatives, such as election dates, poll locations, voter registration opportunities, council or district advocacy events and information, bonds, voter-approved tax ratification elections, or other local issues.
Share advocacy information from Texas PTA such as the PTA Votes campaign, legislative priorities, and legislative session outcomes with members, community, or legislators.
Recognize a local legislator who received Texas PTA's Champions for Children Award.</td><td>Shared advocacy information
Build or utilize a communications tool dedicated to sharing advocacy information on an ongoing basis, such as a newsletter or website/web page.
Share with your community the importance of PTA membership and its role in giving a voice to every child.
Share information about local advocacy initiatives, such as election dates, poll locations, voter registration opportunities, PTA or district's advocacy events and information, bonds, voter-approved tax ratification elections, or other local issues.
Share advocacy information from Texas PTA such as the PTA Votes campaign, legislative priorities, and legislative session outcomes with members, community, or legislators.
Recognize a local legislator who received Texas PTA's Champions for Children Award.</td></tr>
<tr><td colspan="2">Encouraged engagement in an advocacy initiative
Engage students and encourage their participation in local or state advocacy initiatives.
Encourage PTA members to participate in Texas PTA's calls to action when sharing Texas PTA's advocacy alerts.
Encourage participation in Texas PTA's PTA Votes campaign.
Promote attendance at Texas PTA Rally Day.</td><td>Encouraged engagement in an advocacy initiative
Engage other students and encourage their participation in advocacy initiatives.
Encourage participation in Texas' PTA Votes campaign and the calls to action.
Encourage participation in Texas PTA's Share information about and promote attendance at Texas PTA Rally Day.</td></tr>
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Advocacy Impact Award

Council & Local PTAs *(cont'd)*	Student *(cont'd)*
Participated in an advocacy initiative • Have multiple PTA members attend Texas PTA Rally Day.	**Participated in an advocacy initiative** • Attend Texas PTA Rally Day.
Hosted an advocacy initiative • Utilize meeting(s) to share advocacy information and generate dialogue with your community on PTA's advocacy efforts. • Host a program or event about local advocacy initiatives, such as local bonds, voter-approved tax ratification elections, and local issues. • Invite a school board trustee, city council member, or legislator to meet students, parents, counselors, teachers, and administrative staff to discuss how a local issue impacts your community. • Host a program or event about Texas PTA advocacy initiatives, such as a voter education campaign, a Texas PTA legislative priority, or Texas PTA Rally Day. • **COUNCIL**: Host a school board, city council, or legislator candidate forum. • **COUNCIL**: Invite school board trustees, city council members, or local legislators to a delegate meeting to meet Local PTA leaders and hear how Texas PTA legislative priorities impact your campuses and community. • **LOCAL**: Invite a school board trustee, city council member, or local legislator to meet students, parents, counselors, teachers, and administrative staff to discuss how Texas PTA legislative priorities impact your campus and community.	**Hosted an advocacy initiative** • Host a program or event about local advocacy initiatives, such as local bonds, voter-approved tax ratification elections, and other local issues. • Invite a school board trustee, city council member, or legislator to meet students, parents, counselors, teachers, and administrative staff to discuss how a local issue impacts your campus and community. • Host a program or event about Texas PTA advocacy initiatives, such as a voter education campaign, a Texas PTA legislative priority, or Texas PTA Rally Day. • Invite a school board trustee, city council member, or local legislator to meet students, parents, counselors, teachers, and administrative staff to discuss how Texas PTA legislative priorities impact your campus or community.

Led an advocacy initiative
• Conduct advocacy training.
  ◦ Local PTAs conduct training for the board or members.
  ◦ Councils conduct training for Local PTA leaders.
• Collaborate with other PTAs or community partners to elevate your work promoting PTA's mission.
• Create a candidate questionnaire that includes Texas PTA legislative priorities and publicize responses.
  ◦ Local PTAs work in conjunction with Council if they have one and Councils include input from their Local PTAs.
• Follow appropriate procedures to lead a voter education or advocacy campaign on an issue facing your community -including, but not limited to, taking a Bond/VATRE position.
  ◦ Local PTAs work in conjunction with Council if they have one and Councils include input from their Local PTAs.
• **COUNCIL**: Hold a school board trustee or legislative candidate forum.
	Led an advocacy initiative
	• Conduct advocacy training for your friends, peers, or PTA members.
	• Lead a voter education campaign in your community.
	• Organize a voter registration drive.
	• Lead an advocacy campaign on an issue facing your local community.
	• Create a candidate questionnaire that includes Texas PTA legislative priorities and publicize responses.

Served as an advocacy leader • Have a PTA board member serve, as your PTA's representative, on an advocacy committee for your school district (e.g., advocacy, governance, SHAC, special education). • Meet with or engage an elected official to create change related to an issue important to your local community. • Meet with a legislator or legislative staffer to discuss Texas PTA legislative priorities. • Engage an elected official to create change related to a Texas PTA legislative position in your community.	**Served as an advocacy leader** • Serve as an advocacy committee member or chair for your Local PTA, Council PTA, or school district. • Meet with or engage an elected official to create change related to an issue important to your local community. • Meet with your legislator or legislative staffer to discuss Texas PTA legislative priorities.