



## **PTA Outstanding Advocacy Award 2009 – Local/District/Council/Regional PTA**

### **Criteria and Application**

For more than a century, PTA's members have been a powerful voice for the health and education of children. Your advocacy efforts have ensured that all children have the opportunity to meet their potential in safe and nurturing settings. This past February, in recognition of the hard work and dedication of PTA members, we presented the first annual Outstanding Advocacy Awards. We are excited to announce the criteria for the 2009 Outstanding Advocacy Awards, to be presented this March at the 2009 National Legislative Conference.

The 2009 Outstanding Advocacy Award will be presented to a local, district, council or region PTA that, through their dedication, leadership and efforts affected child related policy, regulation or legislation compatible with PTA's mission and goals.

The PTA chosen will receive two all-expense paid\* trips to the 2009 National Legislative Conference and be recognized at an awards ceremony on Capitol Hill on March 12<sup>th</sup>. In addition, the PTA will receive \$500 which may be used solely to cover direct expenses for PTA work. The national Legislation Committee and national president will review all submissions and determine the award winners.

The deadline for nomination is December 1, 2009. All submissions should be emailed to [AdvocacyAward@pta.org](mailto:AdvocacyAward@pta.org). Applications may be mailed but must be **received** by December 1, 2009. Mail to:

Advocacy Award  
National PTA  
1400 L Street NW, Suite 300  
Washington, DC 20005

If you have any questions about the award criteria or nomination process, please contact Keri Haars at (800) 307-4782 x202. Award winners will be notified by January 9, 2009.

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

## **Criteria**

The 2009 Outstanding Advocacy Award will be presented to a local, district, council or region PTA that, through their dedication, leadership and efforts affected child related policy, regulation or legislation compatible with PTA's mission and goals.

These efforts must include an education/learning component for PTA members and the community at large. Working with multiple organizations or coalitions through grassroots collaboration preferred. Applications will be judged based on the point values indicated at the end of each of the required questions below.

Any PTA member may submit a nomination and presidents may nominate their own PTA. Only PTAs in good standing may be nominated. Complete application packets will include:

- Completed nomination cover sheet
- A brief narrative for each of the five questions listed below (maximum total length of three (3) double-spaced pages, 12-point font, Times New Roman, 1-inch borders)
- Supportive documentation: two (2) examples of work done, one of which must be related to question 2.

## **Award Application Questions**

Prepare a brief narrative for the following questions. Be as specific as possible. Include the question or its number with each answer. Answer the questions in the order they are listed.

1. Describe the issue the PTA chose to address and why this issue was chosen. (10 points)
2. Describe the advocacy plan and actions the PTA undertook to address this issue. Include information on activities conducted, target audience, efforts to engage community stakeholders, media, policymakers and/or decision makers, including any informal or formal partnerships developed to address this issue. (40 points)
3. Please explain how your efforts raised PTA members' awareness of this issue and how you motivated members to take action. (15 points)
4. What was the outcome or impact of your 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. (10 points)
5. In reflecting on the effectiveness of your efforts, what would you do the same and what would you do differently and why. (25 points)

# PTA Outstanding Advocacy Award 2009 Local/District/Council/Region Nomination Cover Sheet

Application deadline: December 1, 2009

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Official PTA name \_\_\_\_\_

(Recognition and award monies will be issued in this name.)

National PTA ID number \_\_\_\_\_

PTA president \_\_\_\_\_ Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Grades PTA serves \_\_\_\_\_ Number of students PTA serves \_\_\_\_\_

Number of members in PTA \_\_\_\_\_

How would you describe the school district?  Urban  Suburban  Rural

Does your school receive Title I funds?  Yes  No

Is your PTA tax-exempt under Section 501(c)(3) of the Internal Revenue Code?  Yes  No

Employer Identification Number (EIN) (for tax purposes) \_\_\_\_\_

Contact person \_\_\_\_\_ Title (president, etc.) \_\_\_\_\_

(PTA member preparing the application)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail that is checked regularly \_\_\_\_\_

## Submission of Application

Any PTA member may submit a nomination and state presidents may nominate their own state.

Only PTAs in good standing may be nominated. Complete application packets will include:

- Completed nomination cover sheet. Incomplete applications will not be considered.
- A brief narrative for each of the five questions listed in the award criteria (maximum total length of three (3) double-spaced pages).
- Supportive documentation: two (2) examples of work done, one of which must be related to question 2.

All submissions should be emailed to [AdvocacyAward@pta.org](mailto:AdvocacyAward@pta.org). Applications may be mailed but must be **received** by December 1, 2009. Mail to:

Advocacy Award  
National PTA  
1400 L Street NW, Suite 300  
Washington, DC 20005

If you have any questions about the award criteria or nomination process, please contact Keri Haars at (202) 289-6790 x202. Award win