



What is an *Advocacy Liaison*?

An *Advocacy Liaison* is the critical link between the local unit PTA and the state PTA. This representative communicates information to and from both parties for the betterment of our children and our community.

DUTIES OF LOCAL UNIT ADVOCACY LIAISONS

1. Be informed.

- Come to the trainings offered at the state, council and regional levels throughout the year.
- Participate in the Colorado PTA Legislative Committee – you are a member by virtue of your position as Advocacy Liaison.
- Attend the annual Colorado PTA Legislative Conference in February.
- Read the Colorado PTA newsletter and the National PTA's publication, *Our Children*.

2. Keep members of your local unit informed.

- Report to local unit members about what is happening on local, state, and national levels – legislation, initiatives, mill levies, bonds, programs, etc.
- Report to your local unit about National PTA and Colorado PTA's positions on important issues.
- Share legislative updates from the Legislative Committee.

3. Promote advocacy.

- Help coordinate grass-roots advocacy plans for school, district, city, or county.
- Help coordinate advocacy efforts - phoning and writing campaigns on key legislative issues.
- Plan to visit the Capitol -- see your State Representative and State Senator, observe a Legislative committee hearing and/or a House or Senate session.
- Participate in the state and national PTA legislative networks.