



PTA Outstanding Advocacy Award 2009 – State 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 state PTA that, through their dedication, leadership and efforts affected child related policy, regulation or legislation compatible with PTA's mission and goals.

The state 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 12th. In addition, the state PTA will receive \$1,000 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. 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 state 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 be based on a statewide issue, involve working with multiple organizations or coalitions through grassroots collaboration, and have an education/learning component for PTA members and the community at large. 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 state presidents may nominate their own state. 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 state unit chose to address and why this issue was chosen. Be sure to address why this was a statewide issue. (10 points)
2. Describe the advocacy plan and actions the state unit 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 State Nomination Cover Sheet

Application deadline: December 1, 2009

Official PTA name _____
(Recognition and award monies will be issued in this name.)
PTA president _____ Telephone _____ E-mail _____
Address _____
City _____ State _____ ZIP _____
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. 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 winners will be notified by January 9, 2009.