



PTA Takes Action Challenge

Local Leader Toolkit

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December 1, 2009

A Challenge to My Fellow Advocates:

PTA is the largest volunteer child advocacy association in the United States. Our nation's greatest advances for children, ranging from the establishment of universal kindergarten to a juvenile justice system that protects children from being locked up with adults, were a direct result of the persistent advocacy efforts of PTA. Today, we speak up for family engagement in education, nutritional foods in schools, and equal opportunities for all children, regardless of their socioeconomic background.

With the reauthorizations of the Elementary and Secondary Education Act (ESEA), the Juvenile Justice and Delinquency Prevention Act (JJDP), and the Child Nutrition Act before Congress, our association is still taking important action to improve federal policies to the benefit of children. National PTA and many individual PTA members are reaching out to Congress and speaking up on PTA's public policy priorities. **But we need to do more. Congress needs to hear from every PTA member.**

Over the next few months, Congress will be drafting legislation that affects the education, health, and well-being of children. National PTA will be at the table sharing policy recommendations. We will also be mobilizing members to take action.

To increase PTA's voice on Capitol Hill, we challenge *all* PTA members to join the PTA Takes Action Network and respond to every action alert by reaching out to their members of Congress. The state with the highest increase in number of PTA Takes Action Network members and response rates to action alerts between now and May 15, 2010, will be named the National PTA Takes Action Challenge Champion and recognized at the National PTA Convention in Memphis, Tennessee, June 10–13, 2010.

When you see an action alert in your e-mail inbox, do not delete it—respond! Tell Congress that you support better policies for family engagement in education; healthier foods in schools; and equal opportunities for all children. For ideas on how to engage members in this challenge, refer to the following toolkit.

Here's to your success in this important challenge!

Sincerely,

Charles J. Saylor
National PTA President

Helene Robson
Legislation Committee Chair



PTA Takes Action Challenge

Goal

Family engagement in education. Nutritional foods in schools. Equal opportunities for all children. Increase PTA's voice on Capitol Hill to help fight for these priorities.

Over the next few months, Congress will be drafting legislation that affects the education, health, and well-being of children—and the voice of parents must be heard. To that end, National PTA has launched the PTA Takes Action Challenge.

The goal of the challenge is to:

- **Increase the number of members in the PTA Takes Action Network to 500,000, doubling the Network.**
- **Increase the action alert response rate**

Join the Challenge

The PTA Takes Action Network is how PTA keeps members up to date on what's happening on federal legislative issues affecting families, schools, and communities—and is one way PTA members can reach out to their members of Congress and speak up for children.

The PTA Takes Action Challenge asks *all* PTA members to:

- Join the PTA Takes Action Network
- Respond to every National PTA Action Alert by reaching out to their members of Congress

State and local PTAs are asked to spread the word to their members and communities to help achieve the national goals.

Challenge Champion

The state PTA with the greatest statewide increase in participation in the PTA Takes Action Network will be named the National PTA Takes Action Challenge Champion.

Criteria

State PTAs will be measured by the percentage increase in:

- Number of PTA Takes Action Network members
- Response to National PTA Action Alerts (number of messages sent to Congress)



The challenge starts December 1, 2009, and ends May 15, 2010. Increases will be measured against the baseline of states' 2009 number of network members and number of messages sent to Congress as given in the chart titled "PTA Takes Action Network Membership and Activity by State, 2007–2009" (see pages 15-18). Number of messages sent to Congress is measured by e-mails sent to Congress using the PTA Takes Action Center (<http://capwiz.com/npta2/home/>).

The state with the highest percentage increase in both number of members and number of responses will be the National PTA Takes Action Challenge Champion.

Prize

The state PTA named the National PTA Takes Action Challenge Champion will have the option to select one of two available prizes:

- 1) One all-expense paid trip* to the 2011 National PTA Legislative Conference in Washington, D.C.
- or
- 2) One year paid subscription to Capwiz, an e-advocacy tool that National PTA uses to mobilize members to send messages to Congress. This tool can also be used to target State Legislatures and media outlets.

The champion and second and third place finishers will be recognized at the National PTA Convention in Memphis, Tennessee, June 10–13, 2010.

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



Local Checklist

Below are key steps you can take to engage your community in the PTA Takes Action Challenge.

- Make all unit leaders stakeholders in the challenge.
 - Encourage every officer, board member, and committee member to join the PTA Takes Action Network and respond to action alerts.
 - Charge leaders with spreading the word about the challenge when they talk to families, teachers, and school administrators. (Talking points are available on pages 6-8 of this toolkit.)
- Announce the challenge to all members and all parents through PTA communications.
 - Make use of the state PTA newsletter, website, listserv, and any other communication vehicles.
 - Include a call to action in the announcement: ask all members to get involved in the challenge by signing up for the PTA Takes Action Network and responding to action alerts.
 - Include a link to the PTA Takes Action Network sign-up page: <http://www.pta.org/takesaction/>
- Send an invitation letter to each member to join the PTA Takes Action Network and take part in the challenge.
 - Make the request personal.
- Promote the challenge at PTA meetings.
 - Talk about PTA advocacy and the PTA Takes Action Challenge from the podium.
 - Set up a computer for members to sign up for the network. Or have a sign-up sheet to collect names, e-mail addresses, and mailing addresses for someone on staff to input later. Do not expect your busy audience members to remember to sign up once they get home.
- Set local goals for participation.
 - If your state is offering an incentive for local unit participation, be sure to find out the criteria and system for reporting involvement. Communicate that state incentive to members.
- Remind members to respond to action alerts.
 - Whenever an action alert is sent out, use PTA communications to help spread the word and encourage members to respond.
 - Remember, the challenge looks at both the number of network members and the number of responses to action alerts.
- Educate members on the PTA Public Policy Agenda and the issues at stake.
 - Make sure members understand the bigger goals behind this challenge: to speak up for the best interests of the education, health, and well-being of children and strengthen federal legislation that addresses related issues.
 - Find more information on the PTA Public Policy Agenda in the talking points on pages 6-7 and at PTA.org/TakeAction.

Tip: Do not think of challenge promotions as one-time actions; regular messaging is key to engagement.



Talking Points

PTA and Advocacy

- The Parent Teacher Association (PTA) was founded in 1897 and is the oldest and largest volunteer child advocacy association in the United States.
- PTA has a long history of advancing the interests of children. Below are just a few of the national issues PTA has addressed since its founding:
 - 1900s—Child labor laws and the juvenile justice system
 - 1910s—Kindergarten
 - 1920s—Health checks for children
 - 1930s—Child nutrition and traffic safety
 - 1940s—Federal school lunch program
 - 1950s—Salk polio vaccine field trials
 - 1960s—Arts education and smoking prevention
 - 1970s—Television violence and programming
 - 1980s—HIV/AIDS education
 - 1990s—Television ratings and parent involvement in education
 - 2000s—School wellness policies
- Today, PTA continues to speak up on issues and legislation that affect the education, health, and well-being of our children.

PTA Federal Public Policy Agenda

- National PTA published its first public policy agenda highlighting its priorities regarding federal legislation. National PTA presented a draft of this agenda to President Barack Obama’s education transition team in 2008 and is working on Capitol Hill to realize its goals.
- The agenda focuses on three priorities:
 - Family engagement in education
 - Opportunity and equity for all children
 - Child health
- *Family engagement in education:* National PTA is working to strengthen family engagement provisions in the upcoming reauthorization of the Elementary and Secondary Education Act, also known as the No Child Left Behind Act (ESEA-NCLB).
- *Opportunity and equity for all children:* National PTA is advocating for adequate funding for schools, with recommendations to increase funding for Title I, the Individuals with Disabilities Education Act (IDEA), Parental Information and Resource Centers (PIRCs), and teacher quality grants. National PTA is also advocating for family-focused interventions to combat chronic absenteeism, truancy, and juvenile delinquency in the reauthorization of the Juvenile Justice and Delinquency Prevention Act (JJDP).



- *Child health:* National PTA is fighting to improve student health through stronger local wellness policies and nutrition standards for school foods in the reauthorization of the Child Nutrition Act, as well as the expansion of the State Children’s Health Insurance Program.
- The full PTA Public Policy Agenda and an executive summary are available at PTA.org/TakeAction. PTA’s federal public policy agenda is on national’s website http://www.pta.org/public_policy_agenda.asp

PTA Takes Action Challenge

- PTA has drafted legislation that affects the education of your children and children across the nation, and PTA members need to speak up for effective federal policy.
- National PTA needs the support of members nationwide to **increase parents’ voice** on Capitol Hill. Make sure the voices of parents in our state are heard.
- The **PTA Takes Action Network** is how PTA keeps members up to date on what’s happening on federal legislative issues affecting families, schools, and communities—and is one way PTA members can reach out to their members of Congress and speak up for children.
 - Members of the network receive monthly federal policy updates through the *PTA Takes Action Update* e-newsletter and periodic action alerts when their help is needed.
 - The network is vital to the success of PTA’s efforts on Capitol Hill. Your participation gives PTA greater influence with decision makers.
- The **PTA Takes Action Challenge** is a call to all members to join the PTA Takes Action Network and respond to action alerts.
- The **Challenge Champion** will be the state with the highest percentage increase in number of network members and highest percentage increase in response to action alerts between December 1, 2009, and May 15, 2010. Second and third place finishers will also be recognized.
- You can help our state win this challenge—and make a difference for all children.
 - Encourage your unit’s members to join the network and respond to action alerts.

Joining the PTA Takes Action Network

- The PTA Takes Action Network is how PTA keeps members up to date on what’s happening on Capitol Hill and federal legislative issues affecting families, schools, and communities.
- Members of the network receive:
 - The monthly *PTA Takes Action Update* e-newsletter, sent the first Wednesday of each month
 - Periodic action alerts that give you an opportunity to tell your members of Congress your thoughts on key federal policy issues
- National PTA will not bombard you with unnecessary or junk emails. Action alerts are sent only at critical times when members of Congress need to hear from PTA members most.
- PTA does not sell, share, or rent your contact information with other mailing lists or any other organization or entity.



Responding to Action Alerts

- Together, we can make a difference in policies that affect our children.
- PTA Takes Action Alerts notify you when there are important opportunities to contact members of Congress and affect federal legislation and policies.
- When you see an Action Alert in your e-mail inbox, do not delete it—respond!
 - Tell Congress that you support better policies for family engagement in education; healthier foods in schools; and equal opportunities for all children.
- Responding to action alerts is easy and takes only a few minutes:
 - Follow the link in the action alert to the [PTA Takes Action Center](#).
 - A form e-mail is provided for every action alert. You can send it as-is or revise it to share your personal perspective or story.
 - Fill in your name and contact information to identify yourself to the recipient, and hit send.
 - The e-mail will go directly to your U.S. Representative and/or Senator based on the address you provide.
 - You can also print the letter to send via postal mail.

Tip: Copy and distribute the [“Be an Advocate” handout](#) to educate members on advocacy and to sign them up to the PTA Takes Action Network (see page 19).



Frequently Asked Questions

PTA Takes Action Challenge

Q: Who is eligible to take part in the PTA Takes Action Challenge?

A: All members and all PTAs (local, council, district, region, and state) are encouraged to participate in the challenge—and are needed to reach our goals. Only state PTAs, however, are in the running to be named the National Challenge Champion. Local units should check with their state PTA for state participation incentives.

Q: What are the judging criteria for the challenge?

A: The National Challenge Champion will be the state PTA with the highest percentage increase in both PTA Takes Action Network members and action alert responses, with the 2009 membership and response numbers (as of November 30, 2009) serving as the baseline against which increases will be measured. (See the chart titled “PTA Takes Action Network Membership and Activity by State, 2007–2009”—on pages 15-18. —for your state’s 2009 figures. Action alert response is measured by e-mails sent to Congress using the PTA Takes Action Center (<http://capwiz.com/npta2/home/>).

Q: How long will the PTA Takes Action Challenge run?

A: The challenge starts December 1, 2009, and ends May 15, 2010.

Q: When do we find out which state is the National Challenge Champion?

A: The champion, as well as the second and third place finishers, will be announced in the June 2, 2010, issue of the *PTA Take Action Update* e-newsletter. National PTA will notify the champion state PTA beforehand by phone.

Q: How do I find how my state is doing in the challenge?

A: National PTA will provide regular reports on PTA Takes Action Network growth and action alert response for all states to Federal Legislative Chairs and State Presidents.

Q: The state PTA sends action alerts on state-level policy and legislation. Will responses to those action alerts count toward the PTA Takes Action Challenge?

A: No, only action alerts that come from National PTA on federal policy and legislation are part of this challenge. In addition, you must respond to the action alerts through the [PTA Takes Action Center](#) for it to count toward the challenge. National PTA collects action alert activity data through the PTA Takes Action Center (powered by Capwiz).

Q: Where can I learn more about the PTA Takes Action Challenge?



A: Review the PTA Takes Action Challenge Toolkit. There is a toolkit for state PTAs and one for local units. If you still have questions, contact the National PTA Office of Programs and Public Policy at (888) 428-5537 or PublicPolicy@PTA.org.

Action Alerts

Q: How many action alerts will National PTA send?

A: PTA sends action alerts only when it is critical for PTA members to contact Congress on important legislation or policies. Over the course of this challenge, Congress is expected to consider several pieces of legislation that fall under National PTA's federal public policy priorities. Therefore, National PTA expects to send at least three alerts between December 1, 2009, and May 15, 2010. Your response is critical on each one. Check the [PTA Takes Action Center](#) for current action alerts.

Q: What does it take to respond to an action alert?

A: Responding to action alerts is easy and takes only a few minutes. Any action alert you receive will explain the issue and PTA's position, and give instructions on how to respond. Those instructions will include a link to the [PTA Take Action Center](#) (powered by Capwiz), where a form letter will be available for you to edit and send to your members of Congress. Members of Congress are more likely to read your message if it contains personal information on how the issue affects you, your school, and your community.

Q: How do I find out who my members of Congress are?

A: The PTA Takes Action Network finds your members of Congress for you. The Capwiz program powering the network uses the mailing address you enter at the end of the form letter to determine who your members of Congress are, as well as your congressional district. When you hit send, the message will be directed to the correct individuals automatically. You can also look up your members of Congress under the ["Elected Officials" tab of the PTA Takes Action Center](#).

Q: When sending a message in response to an action alert, why do I have to enter my address?

A: Entering your address into the PTA Takes Action Center links you to your members of Congress and your congressional district. Members of Congress only read mail from their constituents, so the PTA Takes Action Center (powered by Capwiz) does the work for you and tells you who your members of Congress are.

Q: Do my senators and representatives really read my e-mails and letters?

A: Members of Congress do read constituent e-mails and letters, and often reply with their legislative positions. Furthermore, the more constituent mail a senator or representative receives on any given issue, the more aware he or she is of the concerns and cares of the people in his/her district or state, and the more his or her position on the issue may be influenced.



Q: Why is PTA involved in federal legislation? What is the value of responding to action alerts?

A: PTA has a rich history of advocacy at the local, state, and federal level. Our nation's greatest advances for youth, from universal kindergarten to a juvenile justice system that protects children from being locked up with adults, have come through the persistent efforts of PTA. In the past year, PTA members' response to action alerts have resulted in increased funding for schools and have forced committees to advance priority legislation that had been stalled.

Q: Where can I find more information on PTA's federal public policy priorities?

A: The annual PTA Public Policy Agenda, as well as executive summary, is available online at [PTA.org/TakeAction](https://www.pta.org/TakeAction). You may also contact the National PTA Office of Programs and Public Policy at (888) 428-5537 or PublicPolicy@PTA.org with any questions.

Privacy

Q: If I sign up, will I be flooded with e-mails from PTA?

A: National PTA will not bombard you with unnecessary e-mails. Members of the PTA Takes Action Network receive the *PTA Takes Action Update* e-newsletter once a month, and action alerts only at crucial times when PTA members need to take action.

Q: Will my contact information be shared with other organizations or used for other e-newsletters?

A: Joining the PTA Takes Action Network subscribes you to only the *PTA Takes Action Update* and Action Alerts. Your information will not be shared with any outside parties, and you will not be subscribed to any other publications.

Q: Why do I have to sign up for the PTA Takes Action Network; doesn't PTA already have my information through OMDR?

A: Member information within OMDR is not automatically transferred to the PTA Takes Action Network. In addition, OMDR often does not collect email addresses, an essential data point that Capwiz requires.

Technical Questions

Q: How do I check whether I'm already a member of the PTA Takes Action Network?

A: If you are already a member of the PTA Takes Action Network and try to sign up again, the system will alert you that you are already a member. You will be given a chance to update your contact information to make sure you are receiving the e-newsletter and alerts. If you are already a member of the network, your account will not be considered part of the increase in network members, even if you update your information. However, you can still help your state win the challenge by responding to action alerts.



Q: I got an error message when I tried to sign up to the network; what should I do?

A: If you receive an error message, please refresh the page and try again. If you continue to have problems, please contact National PTA at (888) 428-5537 or khaars@PTA.org and include “Challenge” in the subject header.

Q: I signed up to the network, but I haven’t received any alerts or the PTA Takes Action Update newsletter; what should I do?

A: Unfortunately, some e-mail providers flag PTA Takes Action messages as spam or junk mail. Please check your junk mail box for messages, and add PublicPolicy@PTA.org to your safe senders list. If you continue to not receive messages, please contact National PTA at (888) 428-5537 or PublicPolicy@PTA.org.

Q: I’m having technical difficulties sending action alerts to my members of Congress; what should I do?

A: If you are receiving error messages, please contact National PTA at (888) 428-5537 or khaars@pta.org.

Contact

If you have any additional questions, please contact Keri Haars, National PTA Advocacy Specialist at (888) 428-5537 Ext. 202 or khaars@PTA.org.



Appendix

Additional PTA Advocacy Resources

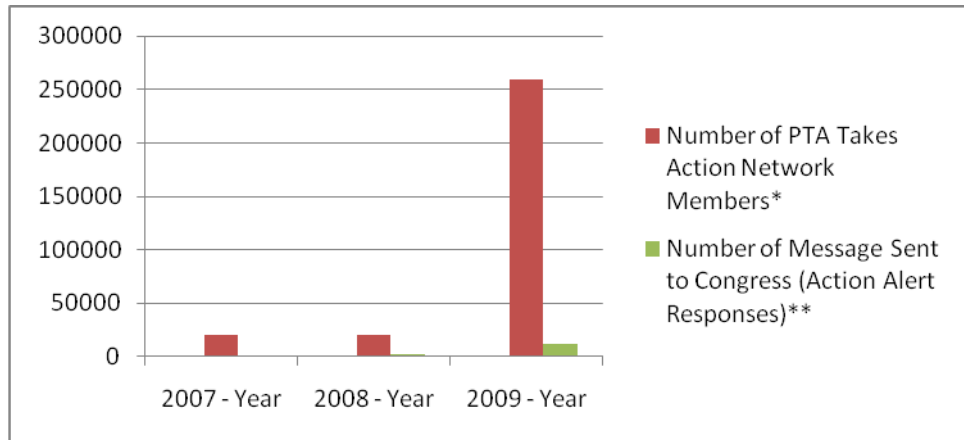
The [Take Action](#) section at PTA.org offers several resources in addition to the PTA Takes Action Network to help members speak up for federal policies that benefit of children:

- The **annual PTA Public Policy Agenda** outlines National PTA’s recommendations under three priority areas: family engagement in education, opportunity and equity for all children, and child health.
- The **Online Advocacy Toolkit** provides how-to's for building relationships with members of Congress, working with the media, and understanding the legislative process.
- The **Policy Issue Briefs** provide in-depth analysis on several pieces of legislation related to PTA’s federal public policy priorities. Each issue brief details the history of the law and PTA's involvement on the issue, explains current provisions in the legislation, and provides contact information and additional resources that advocates can use to learn more and take action. The briefs address:
 - Juvenile Justice and Delinquency Prevention Act (JJDP)
 - Local Wellness Policies in the Child Nutrition Act
 - Family Engagement in the Individuals with Disabilities Education Act (IDEA)
 - Family Engagement in the Elementary and Secondary Education Act – No Child Left Behind Act (ESEA-NCLB)
- The **Best Practices Issue Briefs**
 - Seeing is Believing: Promising Practices for How School Districts Promote Family Engagement
 - Model Partnerships: Leveraging Resources and Capacity for PIRCs and PTAs
- The **PTA Policy Issue Cards** are a tool you can download that highlight the National PTA's key messages and positions on important issues of the day: education, ESEA-NCLB funding, and child nutrition and wellness.



National PTA Takes Action Network Membership and Activity, 2007–2009

Thanks to our members, we have significantly increased PTA’s voice on Capitol Hill since 2007. Our goal is to increase the number of members in the PTA Takes Action Network to 500,000 and increase the action alert response rate by 10 percent.

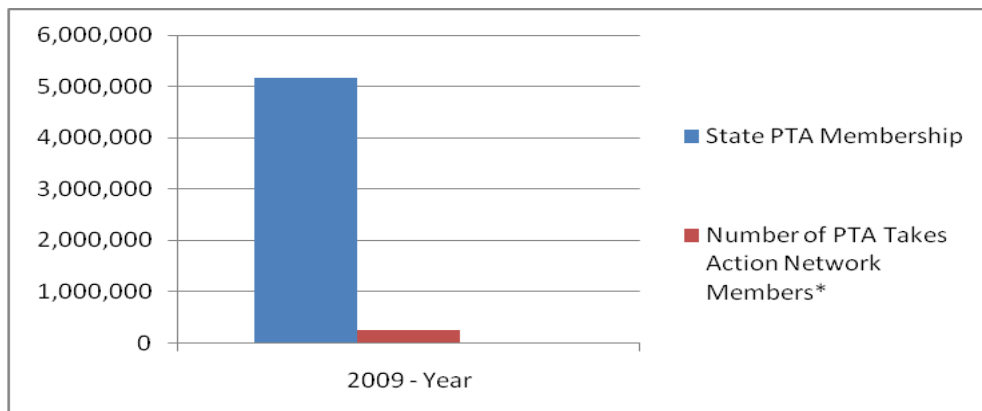


*In 2009, the *Member-to-Member* network and *This Week in Washington* were merged and re-launched as the PTA Takes Action Network, demonstrating an increase in network membership from the previous years.

**Number of messages sent to Congress in 2007, 2008, and 2009 were 480, 2251, 11948 respectively.

State PTA Membership and National PTA Takes Action Network Membership

National PTA has over five million members. Currently the PTA Takes Action network represents only 5% of membership. Our goal is to increase the PTA Takes Action network to 500,000, or 10 percent of PTA membership nationwide.



* 2009 membership totals are not currently available. For this graph 2008 total (5,165,224) were used in this graph.

**25,9133 members are subscribed to the PTA Takes Action Network, representing only 5% of PTA membership.



PTA Takes Action Network Membership and Activity by State, 2007–2009

The chart below shows PTA Takes Action Network membership and action alert activity by state for 2007, 2008, and 2009. Columns include: state PTA membership; PTA Takes Action Network membership, number of network members responding to alerts; number of message sent to Congress. For the PTA Takes Action Challenge, the 2009 figures are the baseline for measuring percentage increases in PTA Takes Action Network membership and action alert responses (messages sent to Congress).

State PTA	Year	State PTA Membership*	Number of PTA Takes Action Network Members**	Number of Network Members Responding to Alerts	Number of Message Sent to Congress (Action Alert Responses)
AK (Alaska)	2007	9,450	N/A	1	3
AK (Alaska)	2008	10,442	N/A	2	6
AK (Alaska)	2009	N/A	1,682	3	11
AL (Alabama)	2007	96,209	N/A	1	3
AL (Alabama)	2008	88,295	N/A	3	9
AL (Alabama)	2009	N/A	4,047	17	51
AR (Arkansas)	2007	39,504	N/A	0	0
AR (Arkansas)	2008	40,746	N/A	1	6
AR (Arkansas)	2009	N/A	2,473	14	39
AZ (Arizona)	2007	25,328	N/A	3	10
AZ (Arizona)	2008	24,677	N/A	1	4
AZ (Arizona)	2009	N/A	1,856	40	120
CA (California)	2007	954,963	N/A	11	29
CA (California)	2008	939,606	N/A	78	235
CA (California)	2009	N/A	59,015	922	2611
CO (Colorado)	2007	31,412	N/A	1	3
CO (Colorado)	2008	30,832	N/A	10	23
CO (Colorado)	2009	N/A	5,331	65	125
CT (Connecticut)	2007	53,669	N/A	0	0
CT (Connecticut)	2008	49,925	N/A	10	34
CT (Connecticut)	2009	N/A	4,792	47	126
DC(District of Columbia)	2007	3,394	N/A	1	1
DC(District of Columbia)	2008	1,091	N/A	0	0
DC(District of Columbia)	2009	N/A	119	8	8
DE (Delaware)	2007	10,304	N/A	3	9
DE (Delaware)	2008	9,675	N/A	4	15
DE (Delaware)	2009	N/A	2,912	41	100
FL (Florida)	2007	355,075	N/A	13	34
FL (Florida)	2008	341,181	N/A	40	139
FL (Florida)	2009	N/A	4,776	445	1287
GA (Georgia)	2007	318,153	N/A	4	12
GA (Georgia)	2008	309,126	N/A	26	82



State PTA	Year	State PTA Membership*	Number of PTA Takes Action Network Members**	Number of Network Members Responding to Alerts	Number of Message Sent to Congress (Action Alert Responses)
GA (Georgia)	2009	N/A	20,650	209	566
HI (Hawaii)	2007	9,221	N/A	0	0
HI (Hawaii)	2008	7,338	N/A	0	0
HI (Hawaii)	2009	N/A	1,233	27	91
IA (Iowa)	2007	12,794	N/A	2	12
IA (Iowa)	2008	13,338	N/A	3	15
IA (Iowa)	2009	N/A	442	13	31
ID (Idaho)	2007	8,774	N/A	0	0
ID (Idaho)	2008	8,283	N/A	8	22
ID (Idaho)	2009	N/A	3,031	20	45
IL (Illinois)	2007	146,737	N/A	16	60
IL (Illinois)	2008	141,464	N/A	11	31
IL (Illinois)	2009	N/A	1,425	72	173
IN (Indiana)	2007	29,036	N/A	12	52
IN (Indiana)	2008	25,302	N/A	11	45
IN (Indiana)	2009	N/A	1,604	36	93
KS (Kansas)	2007	29,695	N/A	1	3
KS (Kansas)	2008	26,885	N/A	9	26
KS (Kansas)	2009	N/A	4,873	66	184
KY (Kentucky)	2007	100,973	N/A	2	7
KY (Kentucky)	2008	99,670	N/A	4	18
KY (Kentucky)	2009	N/A	1,370	20	61
LA (Louisiana)	2007	47,194	N/A	1	6
LA (Louisiana)	2008	45,076	N/A	1	6
LA (Louisiana)	2009	N/A	1,545	13	33
MA (Massachusetts)	2007	15,179	N/A	3	7
MA (Massachusetts)	2008	13,663	N/A	2	8
MA (Massachusetts)	2009	N/A	707	2	27
MD (Maryland)	2007	210,056	N/A	4	11
MD (Maryland)	2008	201,142	N/A	29	96
MD (Maryland)	2009	N/A	10,046	136	421
ME (Maine)	2007	1,937	N/A	0	0
ME (Maine)	2008	1,738	N/A	3	15
ME (Maine)	2009	N/A	60	7	27
MI (Michigan)	2007	71,316	N/A	3	14
MI (Michigan)	2008	72,088	N/A	11	47
MI (Michigan)	2009	N/A	2,512	104	327
MN (Minnesota)	2007	19,008	N/A	0	0
MN (Minnesota)	2008	18,038	N/A	6	18
MN (Minnesota)	2009	N/A	2,365	30	76
MO (Missouri)	2007	80,624	N/A	10	26



State PTA	Year	State PTA Membership*	Number of PTA Takes Action Network Members**	Number of Network Members Responding to Alerts	Number of Message Sent to Congress (Action Alert Responses)
MO (Missouri)	2008	78,817	N/A	21	82
MO (Missouri)	2009	N/A	14,073	89	289
MS (Mississippi)	2007	14,560	N/A	1	2
MS (Mississippi)	2008	18,334	N/A	5	19
MS (Mississippi)	2009	N/A	290	8	19
MT (Montana)	2007	6,920	N/A	0	0
MT (Montana)	2008	6,342	N/A	6	17
MT (Montana)	2009	N/A	837	21	54
NC (North Carolina)	2007	217,082	N/A	4	14
NC (North Carolina)	2008	201,769	N/A	16	61
NC (North Carolina)	2009	N/A	2,040	51	152
ND (North Dakota)	2007	5,688	N/A	0	0
ND (North Dakota)	2008	5,661	N/A	0	0
ND (North Dakota)	2009	N/A	1,567	11	38
NE (Nebraska)	2007	9,699	N/A	0	0
NE (Nebraska)	2008	7,737	N/A	0	0
NE (Nebraska)	2009	N/A	420	2	2
NH (New Hampshire)	2007	15,101	N/A	1	2
NH (New Hampshire)	2008	14,537	N/A	4	14
NH (New Hampshire)	2009	N/A	2,376	25	73
NJ (New Jersey)	2007	194,056	N/A	6	14
NJ (New Jersey)	2008	182,195	N/A	27	124
NJ (New Jersey)	2009	N/A	443	25	83
NM (New Mexico)	2007	7,198	N/A	0	0
NM (New Mexico)	2008	5,920	N/A	2	2
NM (New Mexico)	2009	N/A	511	12	24
NV (Nevada)	2007	25,026	N/A	2	4
NV (Nevada)	2008	21,354	N/A	7	23
NV (Nevada)	2009	N/A	5,973	76	190
NY (New York)	2007	354,698	N/A	10	35
NY (New York)	2008	348,046	N/A	59	266
NY (New York)	2009	N/A	3,092	494	1183
OH (Ohio)	2007	98,327	N/A	3	5
OH (Ohio)	2008	95,719	N/A	29	94
OH (Ohio)	2009	N/A	15,773	147	484
OK (Oklahoma)	2007	69,825	N/A	3	5
OK (Oklahoma)	2008	70,084	N/A	8	32
OK (Oklahoma)	2009	N/A	3,696	18	43
OR (Oregon)	2007	19,516	N/A	3	10
OR (Oregon)	2008	19,626	N/A	27	105
OR (Oregon)	2009	N/A	453	108	310



State PTA	Year	State PTA Membership*	Number of PTA Takes Action Network Members**	Number of Network Members Responding to Alerts	Number of Message Sent to Congress (Action Alert Responses)
PA (Pennsylvania)	2007	87,003	N/A	7	24
PA (Pennsylvania)	2008	84,995	N/A	13	39
PA (Pennsylvania)	2009	N/A	5,893	67	191
RI (Rhode Island)	2007	4,876	N/A	0	0
RI (Rhode Island)	2008	5,337	N/A	3	7
RI (Rhode Island)	2009	N/A	163	6	18
SC (South Carolina)	2007	117,736	N/A	2	7
SC (South Carolina)	2008	101,273	N/A	8	24
SC (South Carolina)	2009	N/A	5,692	33	93
SD (South Dakota)	2007	7,429	N/A	2	6
SD (South Dakota)	2008	6,649	N/A	3	9
SD (South Dakota)	2009	N/A	2,214	10	27
TN (Tennessee)	2007	103,430	N/A	2	6
TN (Tennessee)	2008	99,637	N/A	13	46
TN (Tennessee)	2009	N/A	11,323	112	336
TX (Texas)	2007	633,793	N/A	5	9
TX (Texas)	2008	607,650	N/A	28	89
TX (Texas)	2009	N/A	1,842	55	172
UT (Utah)	2007	137,989	N/A	2	6
UT (Utah)	2008	133,044	N/A	15	58
UT (Utah)	2009	N/A	14,260	117	398
VA (Virginia)	2007	345,808	N/A	3	9
VA (Virginia)	2008	335,355	N/A	21	61
VA (Virginia)	2009	N/A	21,587	267	734
VT (Vermont)	2007	713	N/A	0	0
VT (Vermont)	2008	531	N/A	0	0
VT (Vermont)	2009	N/A	62	4	12
WA (Washington)	2007	153,597	N/A	3	12
WA (Washington)	2008	151,374	N/A	34	137
WA (Washington)	2009	N/A	118	85	233
WI (Wisconsin)	2007	25,717	N/A	2	6
WI (Wisconsin)	2008	24,208	N/A	7	26
WI (Wisconsin)	2009	N/A	4,942	41	119
WV (West Virginia)	2007	9,346	N/A	1	2
WV (West Virginia)	2008	8,406	N/A	3	14
WV (West Virginia)	2009	N/A	600	6	20
WY (Wyoming)	2007	722	N/A	0	0
WY (Wyoming)	2008	602	N/A	1	2
WY (Wyoming)	2009	N/A	27	6	18

*Membership numbers for 2009 are not available at this time.

** Number of PTA Takes Action Network Members in 2007 and 2008 are not available.



National PTA Takes Action Challenge

**Increase PTA's Voice on Capitol Hill.
Join the PTA Takes Action Network.**

As a member of the network, you'll:

- Receive **monthly updates** on federal legislative issues affecting families, schools, and communities.
- **Speak up for children** through messages to your members of Congress on specific federal policy issues.
- Help your state become the **National Challenge Champion**.

Join the Network Today!

Join online at - **PTA.org/TakesAction**

Return Contact information for your Local Leader to sign you up!

First, Last Name _____
Home Address _____
City, State Zip Code _____
Email Address _____
Home Phone Number _____