Overview

Nominations for National PTA’s 2020 Advocacy Awards are now being accepted! The deadline to submit nominations is Wednesday, December 18 at 11:59 PM ET.

National PTA’s annual Advocacy Awards recognize outstanding youth, individual PTA advocates, and local unit and state PTAs that have done great advocacy work. If you know of an outstanding youth or individual PTA advocate, or know of a local unit or state PTA that has done great advocacy work, please nominate them to receive an award for their efforts from National PTA! Winners will be announced in January and will receive their awards at the 2020 Legislative Conference in Alexandria, VA.

We are counting on you to both nominate strong advocates in your states and promote the awards while nominations are open. This toolkit is designed to provide sample social media and newsletter messages that can be used to share the Advocacy Award opportunity with PTA leaders in your states.

Twitter

Sample Tweet 1: Nominations for @NationalPTA’s 2020 Advocacy Awards are being accepted! The deadline to nominate is 12/18. Details here: www.pta.org/advocacyawards

Sample Tweet 2: The deadline to make your nominations for @NationalPTA’s 2020 Advocacy Awards is approaching fast! Nominate an outstanding advocate today! www.pta.org/advocacyawards

Sample Tweet 3: Know of outstanding PTA advocates or units? Nominate them by 12/18 to be recognized with @NationalPTA’s 2020 Advocacy Awards! www.pta.org/advocacyawards

Sample Tweet 4: Did you know nominations for @NationalPTA’s 2020 Advocacy Awards are being accepted? Check out the details here: www.pta.org/advocacyawards

Facebook

Facebook Post 1:

Nominations for National PTA’s 2020 Advocacy Awards are being accepted! Deadline is 12/18.
If you know of an outstanding youth or individual PTA advocate, or know of a local unit or state PTA that has done great advocacy work, please nominate them! Details here: [www.pta.org/advocacyawards](http://www.pta.org/advocacyawards)

**Facebook Post 2:**
The deadline is approaching fast to make your nominations for National PTA’s 2020 Advocacy Awards!

If you know of an outstanding youth or individual PTA advocate, or know of a local unit or state PTA that has done great advocacy work, please nominate them to receive an award for their efforts from National PTA!

Make your nomination right now: [www.pta.org/advocacyawards](http://www.pta.org/advocacyawards)

**Facebook Post 3:**
Did you know nominations for National PTA’s 2020 Advocacy Awards are being accepted?

If you know of an outstanding youth or individual PTA advocate, or know of a local unit or state PTA that has done great advocacy work, please nominate them to receive an award for their efforts from National PTA!

Don’t miss your chance! Make your nomination today: [www.pta.org/advocacyawards](http://www.pta.org/advocacyawards)

**E-Newsletter**

**Nominate Your Favorite PTA Advocate!**

National PTA is now accepting [nominations for the 2020 Advocacy Awards](http://www.pta.org/advocacyawards)! If you know of an outstanding youth or individual PTA advocate, or a local unit or state PTA that has done great advocacy work, [nominate them](http://www.pta.org/advocacyawards) to receive an award for their efforts from National PTA at the 2020 Legislative Conference. You can also nominate yourself!

**Award Categories:**
- Shirley Igo Advocate of the Year Award
- Outstanding Youth Advocate of the Year Award
- Outstanding State PTA Advocacy Award
- Outstanding Local PTA Advocacy Award

The deadline to submit a nomination is **Wednesday, Dec. 18.**
About the Awards

Shirley Igo Advocate of the Year Award
The Shirley Igo Advocate of the Year Award is presented to an individual PTA member, who through their leadership and advocacy efforts, affected federal policy priorities within PTA’s annual Public Policy Agenda. Shirley was a model of public service and volunteerism throughout her life. She was an impassioned and compassionate leader, dedicated to moving PTA forward and committed to ensuring that others would follow.

Outstanding Youth Advocate of the Year Award
The Outstanding Youth Advocate of the Year Award is presented to a young person—who—through his or her creativity, leadership, and dedication, has positively affected policy or change in his or her school or community in a way that aligns with PTA’s mission and goals.

Outstanding State PTA Advocacy Award
The Outstanding State PTA Advocacy Award is presented to a state PTA that, through their dedication, leadership and efforts positively affected legislative and/or regulatory policy 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 contain a public awareness/advocacy training component for PTA members and the community at large.

Outstanding Local PTA Advocacy Award
The Outstanding Local PTA Advocacy Award is presented to a local, district, council or regional PTA that, through their dedication, leadership and efforts positively affected legislative and/or regulatory policy 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 is preferred.