

Tips for Building & Joining Coalitions

National PTA Coalition Checklist



☑ Identify the Unifying Issue

- Coalitions tend to be more effective when they focus on a specific issue so that all organizations involved have a clear understanding of what the policy goal is and what they are advocating for.
- Make sure that you have a clear understanding of your PTA's position on certain issues and the limitations to supporting those issues.

☑ Be Mindful of Other Organizations in the Coalition

- Research the other organizations joining the coalition. What are their positions on other issue areas? Are they a reputable organization? How well do other organizations, the community and policy makers get along?
- Determine if the coalition will be more effective with a few active organizations or a broader group of organizations showing their support.

☑ Determine Your Level of Engagement in the Coalition

- Is the coalition's main issue a priority issue area that PTA should be seen leading on and taking a leadership role in the coalition? Or is the issue a secondary concern that PTA should support by being a member of the coalition and sign on to coalition letters?
- In deciding your PTA's engagement level consider your PTA's capacity, level of involvement and cost to joining the coalition. Within your PTA make sure you and PTA leadership have a clear understanding of what you are committing to as part of the coalition.

☑ Establish a Mission and Goals for the Coalition

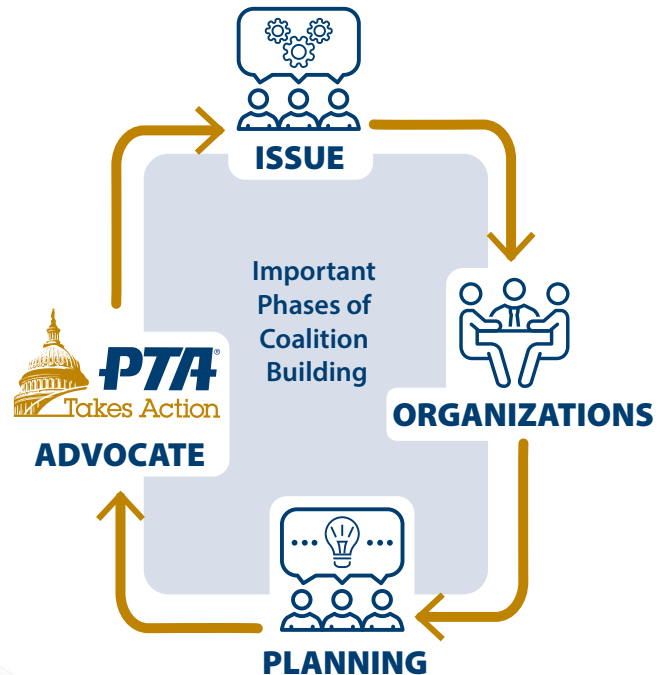
- As a group you should decide what you would like to accomplish as a coalition over a specified amount of time.
- All participants should have a clear understanding of what the coalition is setting out to achieve at the end and the role each coalition member will be taking in the coalition.

☑ Create Coalition Guidelines for Advocacy

- How will decisions be made on behalf of the coalition and how will the organizations involved in the coalition be informed about decisions?
- Develop an operating structure that is inclusive of all types of organizations and approval processes.

☑ Advocate to Ensure Every Child Reaches Their Full Potential

- Establish clear parameters for what the coalition will do (e.g. schedule meetings, write sign on letters, host public events).



For more information and resources on National PTA's policy and advocacy efforts, visit [PTA.org/Advocacy](https://www.pta.org/Advocacy).