

ADVOCACY AWARD

Guidelines and Application

This award is presented annually to state and provincial chapters that demonstrate how they are working to affect educational policy and legislation through effective advocacy at the local, state/provincial, and/or national levels.

The International Literacy Association supports and encourages its members to take an active role in educational advocacy on the part of its active chapters and affiliates. Although the Association itself neither supports nor rewards specific political positions, it does recognize that its membership is diverse and that a variety of advocacy positions taken by members may be appropriate—even essential—for the effective influencing of public educational policy in all regions.

Instructions

State and provincial associations participating in the ILA Advocacy Award program must qualify by completing the program prerequisites and five items in each of these three categories: *Educate*, *Organize*, *Activate*. On the award form, place a check mark beside each item completed during the past membership year, July 1 through June 30. Attach documentation providing evidence of these chapter activities, including dates when activities were conducted. One piece of documentation is required for each of the 15 required items. Use each documentation only once; do not cross-reference. Please note the corresponding award category item number in the upper-right corner of each document you submit.

The completed application and all documented data must be sent by December 15.

This information may also be sent via e-mail to chapters@reading.org.

Send materials to

Advocacy Award
International Literacy Association
PO Box 8139
Newark, DE 19714-8139 USA

ADVOCACY AWARD APPLICATION

Prerequisites

The completion of two prerequisites is necessary to determine whether a chapter is eligible to apply for the ILA Advocacy Award. First, a chapter must have a Legislative Chair and a functioning Legislative Committee. Second, a chapter must have a specific issue(s) that it has focused on and/or explored during the previous year.

- P1. Submit the names and addresses of Legislative Committee members. List the first three (minimum three) on the sheet below, and list any additional members on a separate sheet.

Date submitted: _____

Legislative Chair:

_____	_____
Name	Business Phone/Fax
_____	_____
Street Address	Home Phone
_____	_____
City, State, and Zip/Postal code	E-mail

Legislative Committee Members:

_____	_____
Name	Business Phone/Fax
_____	_____
Street Address	Home Phone
_____	_____
City, State, and Zip/Postal Code	E-mail

_____	_____
Name	Business Phone/Fax
_____	_____
Street Address	Home Phone
_____	_____
City, State, and Zip/Postal Code	E-mail

_____	_____
Name	Business Phone/Fax
_____	_____
Street Address	Home Phone
_____	_____
City, State, and Zip/Postal Code	E-mail

Chapter President:

_____	_____
Name	Signature (must be included with application)
_____	_____
Street Address	Phone
_____	_____
City, State, and Zip/Postal Code	E-mail

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ADVOCACY AWARD APPLICATION (CONTINUED)

- P2. **Identify** a specific issue the chapter has addressed through legislative advocacy activities during the past year. 1) **Describe** the issue, 2) **Detail** its importance to chapter members, and 3) **Explain** what effect these activities have had on policy or on individuals and/or chapters.

Educate

The chapter must demonstrate significant efforts to educate members and/or others about advocacy skills and specific legislative issues. To qualify for the award program, the chapter must complete five items in this category:

- E1. print articles in state/provincial newsletter or journals or on organization's website or listserv
- E2. present conference sessions on legislative issues
- E3. present advocacy skill-building workshops to members
- E4. send e-mail updates on advocacy issues and legislative alerts
- E5. develop and distribute resource packets on advocacy
- E6. write policy statements on specific legislative issues
- E7. send fax broadcasts on advocacy issues
- E8. develop and maintain webpage section on legislative issues
- E9. attend/observe state/provincial legislature in session
- E10. write letters to editors about educational and legislative concerns
- E11. write op-ed pieces about educational and legislative concerns
- E12. present on educational legislation at PTA or other civic meetings
- E13. conduct legislative education session at state/provincial leadership workshop and/or at state/provincial conference or convention
- E14. other educational efforts (please list)

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ADVOCACY AWARD APPLICATION (CONTINUED)

Organize

The chapter must show evidence of an organizational plan that promotes a commitment to building advocacy skills within the membership. To qualify for the award program, the chapter must complete five items in this category:

- O1. develop action plan to reach specific goals
 - O2. develop Advisory Board for Legislative Committee
 - O3. build a service network within the chapter state or province (network should not be limited to the chapter's legislative committee)
 - O4. recruit legislative action team representative in all districts within state/province
 - O5. build or participate in a coalition with other organizations to advocate for educational and legislative concerns and the like for all under Activate
 - O6. establish a system for education and action (e.g., what are the procedures for sharing and spreading information to members in the network?)
 - O7. send action alerts to members
 - O8. organize and present a legislative session or strand of sessions at the state/provincial leadership workshop
 - O9. other organizational systems (please list and document)
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Activate

The chapter must show evidence of involving the membership and others in activities related to educational legislation. To qualify for the award program, the chapter must complete five items in this category:

- A1. arrange for legislative or advocacy booth at state/provincial conference
- A2. implement letter-writing, e-mail, and/or fax campaign
- A3. implement phone-call campaign
- A4. invite key officials to visit a school or district
- A5. make personal visits to legislators
- A6. give testimony to legislative committee or state/provincial board of education
- A7. invite legislative officials to speak at meetings/conferences
- A8. arrange a "Meet Your Representative" meeting
- A9. arrange reception, breakfast, lunch, or dinner to honor official
- A10. give a Legislator of the Year award
- A11. hold informational breakfast on various topics for legislators
- A12. utilize media resources
- A13. other activation efforts (please list)