**Overview**

This year National PTA is supporting our advocates to “*Take Action for Kids*” at the 2020 Legislative Conference (LegCon), March 10-12, 2020, at the Westin Alexandria Old Town in Alexandria, Va. As we get ready to help take action for students and families, we are asking all PTA members to help promote LegCon using this media toolkit, which contains sample graphics and messaging you can use to promote the event via social media and through newsletters. Don’t forget to visit [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference) to register for LegCon and view this year’s schedule!

This toolkit is designed to highlight Early Bird Registration for use before January 3, 2020.

**For State/Local PTAs**

Check out the 2020 LegCon images below and then download and right-click to save a copy. Display the images on social media networks like Facebook, LinkedIn and Twitter. Have a website? Add the graphic there, too!

* [Facebook Cover](https://drive.google.com/file/d/1svtdF0SYGs4vJxPqefcbapuVCAimi5ci/view?usp=sharing)
* [Facebook Photo](https://drive.google.com/file/d/1NbR-Kr1Rzo3heevxCMDYlcFT_Ss6jlQ5/view?usp=sharing)
* [Instagram Photo](https://drive.google.com/file/d/10sAJvffutNEymzxQYhdkLFVVb_IYjT2n/view?usp=sharing)
* [Twitter Photo](https://drive.google.com/file/d/1h7dFfKix82Nk3T7LCqPqDQiF8dmxkWW5/view?usp=sharing)
* [LinkedIn](https://drive.google.com/file/d/1gs130eDE9GQZcYf3mGftKVKVKb9arAl7/view?usp=sharing)
* [Web Banner](https://drive.google.com/file/d/1hxJapyrxlXJp90rrMmtvFB3AmYAIwPxp/view?usp=sharing)

**Twitter**

**Sample Tweets to use before January 3**

*If possible, please tweet about LegCon twice before early bird registration closes.*

* Early Bird Registration is open for [@NationalPTA](https://twitter.com/NationalPTA) 2020 LegCon! Save money & register today for PTA’s annual advocacy-focused conference [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference) [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)
* NOW is a great time to register for [@NationalPTA’s](https://twitter.com/NationalPTA) annual advocacy conference [#PTALegCon!](https://twitter.com/hashtag/PTALegCon?src=hash) Early-bird registration is open for a limited time at [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)
* I registered for [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)…did you? Early-bird registration is open until Jan. 3! Register now to attend [@NationalPTA’s](https://twitter.com/NationalPTA) Legislative Conference. [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)
* The deadline is close! Save $30 by registering for @NationalPTA’s 2020 Legislative Conference before Jan. 3 at [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference) [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)

**Facebook**

* Early-bird registration is open for [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)! Join fellow advocates at National PTA’s Legislative Conference in Washington D.C. on March 10-12, 2020! Save money and register now for in-depth discussions and training to help grow your advocacy efforts. Visit [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)for more information!
* I registered for [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)…did you? Early-bird registration is only open for a limited time! Register TODAY to attend National PTA’s 2020 Legislative Conference at [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)

**Instagram**

* I registered for [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)…did you? Early-bird registration is only open for a limited time at [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)

**Linked In**

* I registered for [#PTALegCon](https://twitter.com/hashtag/PTALegCon?src=hash)! Join me and fellow advocates at National PTA’s Legislative Conference in Washington D.C. on March 10-12, 2020! Save money and register now for in-depth discussions and training to help grow your advocacy efforts. Visit [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)for more information!

**E-Newsletter**

You won't want to miss National PTA’s premier advocacy conference this Spring in D.C.!

At this year's [National PTA Legislative Conference](https://www.pta.org/home/events/National-PTA-Legislative-Conference) we will “*Take Action for Kids*”—because the best advocates are proactive on behalf of kids and families.

We’ll hear from Washington D.C. influencers, get face-to-face advocacy training from experts and get a chance to speak one-on-one with federal policymakers!

Please join us in our nation’s capital, March 10-12, 2020. Early-bird registration is officially open, which means if you register before Jan. 3 you'll **save $30**! Visit [PTA.org/LegCon](https://www.pta.org/home/events/National-PTA-Legislative-Conference)for more information!