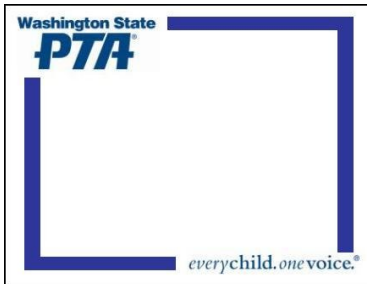


## Sign Making Ideas for the Focus Day Rally

February 2009

It will be really important for you to come to Olympia prepared to make some signs for the rally or with signs already made! When the media is watching, pictures make a much stronger statement than almost anything we can say. I would encourage each local PTA unit to create posters and to come to Olympia with signs prepared to wave on the Capitol steps.



### Preparing Signs

We will have 22"x14" poster templates available for you to tape or glue your creation to.

Something like this:

- You will be able to attach your message that you create in the center of the sign
- Provides a consistent appearance from all of the PTA supporters

### Slogan Ideas for your signs

The overall theme from WA State PTA is "It's Basic." I'm a firm believer that creativity is found everywhere, so you could take this basic theme and twist it up a little to accomplish something fun. My quirky twist is:

### Education Funding: IT'S BA\$IC



What can you think of? Here's some ideas from other PTA members:

- 5444 or Fight
- Just Say No to the Status Quo!
- Ed funding is not for sissies (maybe we could get a big burly biker dad in leathers to carry this sign)
- Fix the Formula!
- If not now---WHEN?
- Our kids deserve a bold solution
- (Insert town here) supports Ed Funding Reform
- Invest in our most precious resource (with large photo of sign-holder's adorable child/ren)
- Businesses Support Education (and insert your business logo)

You can also include:

- Your geography (City, County, School District)
- Your legislative district number (1 thru 49)
  - If you're not sure of your legislative district, visit <http://apps.leg.wa.gov/DistrictFinder/statewide.aspx>
- Another of WSPTA's Top 5 Issue
  - Strengthen Math & Science! (*Strengthening Math and Science Curriculum and Education*)
  - Fix the WASL (*Washington State Assessment System Improvements*)
  - Core 24 Now! (*Support State Board of Education CORE 24 Framework*)
  - Teachers Deserve It! It's BASIC (*Support Rational Approaches to Teacher Compensation*)
- Your logo and slogan if you are a partner with PTA on education issues
- Your role...friend of education, parent, teacher, community member...be descriptive!

Imagine, the capitol steps far far away, awash in PTA members advocating for children across the state. A roar goes up, the signs appear, and the chanting begins...

BA-SIC BA-SIC BA-SIC BA-SIC BA-SIC BA-SIC BA-SIC BA-SIC

Some of us could even make signs like cheerleaders use! BA-SIC!!  
Woo-hoo!

## Other Signs

- You may want to put a sign in your car window as you drive to Olympia advertising your advocacy efforts. Hey, if you're like me, that will be at least a couple hours to advertise for education reaching hundreds of people!
- If you are carpooling, a sign in your window identifying your car for your mates could be helpful.
- Put a sign in the parking lot where you are gathering at your initial location to gather everyone to you if you are carpooling or riding a bus.



## Suggestions for Printing Signs to Insert on the Template

- Use a simple font like **Arial** or **Times New Roman**. People's eyes are used to reading these fonts rather than fancier fonts like *Lucinda Calligraphy*!
- In Microsoft Word, you can increase the size of your font as big as you like. We recommend around 240. To do so, chose the font size drop down box. Delete the default size in the box. Then simply type in the number you choose. Try to have your messages simple and BIG!
- *If you are trying to match the font and color that will be on the sign base, Arial and dark teal work the best.*
- Bring pictures that you may want to attach to the poster (see samples at end).

## Suggestions for Creating Your Own Posters

- Waterproof Markers (Sharpies)
- Pictures that you may want to attach (your child, a teacher, etc.)

## F.A.Q.

### Where will the pre-printed sign bases be available (along with glue)?

On Focus Day they will be available on the Capitol campus in the Wheeler parking lot and at the Columbia room. Just look for the sign!

### How should I carry the sign around?

I would recommend that you keep the sign low while walking about so that you will not hit anybody with your sign. At the rally, hold it up in front of your body. Try not to block your face, but have it ready to elevate above your head for cheering! The goal is to be sensitive to those around us. Think of sitting behind the woman with the really big hat at the movie theater. Let's not be her!

If you are clever, you can mount your sign on a stake so that it can be held above your head. Stakes can be found at home supply stores. You can use a staple gun to attach your sign to the stake, but this will not be available in Olympia.

### How should I get rid of the sign afterwards?

Paper is recyclable, so be sure and put it into recycle bins or take the signs home with you. We can also reuse some components of the signs (the base), so you can return the bases to the Columbia room.

Samples:


Washington State  
**PTA**

**I am a top  
priority!**



*everychild.one voice.*

Washington State  
**PTA**



**Educating me  
is a Paramount  
Duty!**

*everychild.one voice.*

Washington State  
**PTA**

**Education  
Funding  
is not for  
sissies!**



*everychild.one voice.*

Washington State  
**PTA**

Woodinville  
Supports All  
Children!  
It's BA\$IC!



*everychild.one voice.*