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In honor of PTA's 125th Anniversary, we thought it would be great to have cities, counties and school boards throughout California recognize PTA. Our local leaders are the only ones who can make that happen.

This is a great opportunity to become a little more civically engaged and have some fun too. Getting a proclamation from a City Council, County Board of Supervisors, School Board or other government group is not very difficult and it can be exciting for the kids and volunteers who make up your PTA.



# Proclamation Kit

1897- 2022

If you have ever been to a public meeting, you may have seen proclamations given out to honor one group or another. In honor of PTA's 125th Anniversary, a proclamation is an ideal way to remind your community of the great work your PTA/PTSA is doing and has done.

In general Mayors, City Council members, Board of Supervisors, School Board Trustees and most elected officials love to have an opportunity to honor their constituents. To make it easier for you, we have developed this kit to help guide you through the process, which includes:

- a sample phone script
- a sample letter
- a sample proclamation
- preparation suggestions
- suggestions to promote/share
- Founders' Day resources

**TIP:** Make these your own by including the great things you do at your school and in your community in the spaces designated in each template.

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## *Preparing and Coordinating:*

- Who is asking? Everyone should have the chance to participate. Coordinate locally so you don't have several requests go to the same government agency.
  - Individual school site PTAs can talk to their principal and see if the PTA can be highlighted at a virtual or in-person assembly.
  - Council PTAs can consider asking the School Board and the city or cities in their council to recognize them during a meeting.
  - District PTAs can consider asking the county/or county's Board of Supervisors and Board of Education to recognize them during a meeting.
- How will your proclamation be presented - in person, in a publication, on a website or virtually?
- Who will go to the meeting on behalf of your PTA? Sometimes you attend the meeting and sometimes you invite the Mayor or a Council Member to attend your Founders Day Celebration or Superintendents Round up or another event.
  - **TIP:** Be sure to have other PTA members ready to snap pictures (or screenshots if virtual)!
- You can celebrate all year so if February is too soon, attend when it fits your schedule of events or the city/county calendar.

## Founders' Day Resources:



Logos, graphics, fliers, tips for planning Founders' Day events, and more  
<https://capta.org/resource/founders-day-resources/>



California State PTA Mission, areas of focus, and our founders' vision  
<https://capta.org/about/our-mission/whatwestandfor/>



California State PTA accomplishments - a legacy of change for California's Children  
<https://capta.org/about/our-mission/whatwestandfor/history/>



Founders' Day information in the California State PTA Online Toolkit  
<https://capta.org/about/our-mission/whatwestandfor/history/>



The value of PTA membership, and six reasons to join PTA  
<https://capta.org/join/>



### Sample phone call script:



Hello! My name is \_\_\_\_\_ and I'm with the \_\_\_\_\_ PTA.

PTA is about to celebrate its 125th anniversary and I would like to know who I would talk to about requesting a proclamation from the City/County/School District?

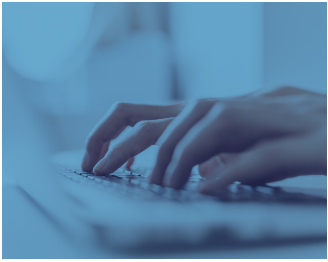
Depending on the response you can add any information about PTA here:

I'm happy to send you a formal request.

Thank you for the information. Goodbye.



## Sample letter:



Date \_\_\_\_\_

Dear Honorable \_\_\_\_\_:

You may think of PTA as the welcome committee at your local school, or the volunteers who provide interesting and valuable programs. PTA is proud of its local involvement. But did you know that for 125 years PTA has been advocating for all children with one voice?

Since 1897, PTA has reminded our nation of its obligations to children, and provided resources and important information to parents, families, educators and community members. Whenever the education, health, safety, or well-being of young people are threatened, PTA members are on the forefront of working to resolve those challenges.

Locally, our [PTA/PTSA/PTAs] work with the school community to provide programs and support to benefit children and families.

**TIP:** Insert a brief list of your own programs/work here. For example:

We develop programs like the volunteer family art programs that we now do on zoom, physical education incentives, STEAM assemblies and family nights to educate parents and families about community concerns.

On February 17, 2022, PTA will celebrate 125 years since its founding and we would like the \_\_\_\_\_city/ \_\_\_\_\_county/ \_\_\_\_\_school board <pick one!> to consider honoring the great work of this association.

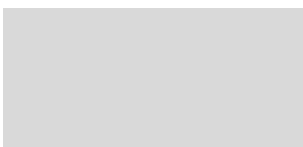
Here is some additional information for your consideration:

PTA has been a driving force in the passage of important laws and guidelines that we sometimes take for granted today, such as:

- Creating a separate criminal justice system for juvenile offenders
- Enforcing child labor laws
- Building kindergarten into the public school system
- Supplying federally funded hot-lunches – that now feed more than 26 million children a day
- Supporting school bus safety regulations
- Creating the content-rating system for television programs

PTA has never been shy about tackling tough issues – from talking about sex education as early as 1916 to supporting HIV/AIDS education programs in the 1980s; from including authentic family engagement in California's education code to working with state/local leaders and school districts to get computers and devices, internet access and hotspots and school meals to children and families who needed them during the pandemic. For 125 years PTA has been advocating for the health, safety and education of all children and youth. Please contact me if you have any questions or if you would like additional information.

Sincerely,





## Sample proclamation:

[Download a word doc template](#)



Use your local PTA name and personalize as needed.

Check out the Resource section of this toolkit for the 125th celebration logo!

**Whereas**, the \_\_\_\_\_ <legal name of your PTA, for example: *Sunshine Elementary School Parent Teachers Association*> (\_\_\_\_\_) <abbreviated name of your PTA, for example: *Sunshine PTA*> connects families, schools, and communities; and is part of the foundation of the public education system and a trusted messenger to millions of members, parents, families, educators and allied agencies throughout the state; and

**Whereas**, PTA has been instrumental in establishing programs and services to improve children's lives, including, school nutrition programs, child labor laws, public health services, the juvenile justice system, the creation of kindergarten, the advancement of family engagement, and the growth of arts in education; and

**Whereas**, PTA is the nation's largest volunteer-led child-advocacy association working to drive improvements in the education, health, and well-being of all children and families; and

**Whereas**, the founders of the PTA, Phoebe Apperson Hearst and Alice McLellan Birney, and Selena Sloan Butler, were women of imagination and courage who understood the power of individual action, worked beyond the accepted barriers of their day, and took action to literally change the world; and

**Whereas**, founded as the National Congress of Mothers, the PTA celebrates the 125th anniversary of its founding on February 17, 2022; and

**Whereas**, today, California has local PTAs throughout the state and its members represent the ethnic diversity of the nation and come from the ranks of all families who, together, continue to serve as the conscience of the country for children and youth; now, therefore, be it


**Resolved** by the \_\_\_\_\_ <official or elected representative, for example: *Superintendent Jane Doe or Mayor Jane Doe*>, the \_\_\_\_\_ <governing body, for example: *Sunshine City Unified School Board or Sunshine City Council*> thereof concurring, that the \_\_\_\_\_ <governing body, for example: *Sunshine City Unified School Board or Sunshine City Council*> hereby commends the association on the occasion of its 125th anniversary, and encourages all \_\_\_\_\_ <area of jurisdiction, for example: *Sunshine City*> residents to attend and participate in the local celebrations of this commemorative event; and be it further

**Resolved**, That \_\_\_\_\_, 2022, be California State PTA Day throughout \_\_\_\_\_ <area of jurisdiction, for example: *Sunshine City*>.



# How to make the most of your proclamation moment

Now that you know you will receive a proclamation from the city/county/school board or other, make the most of it and have some fun!



Tell everyone! Once you know the date and time when your PTA will receive its proclamation – tell everyone. Let all your members know. Make sure your Principal and Superintendent know. Some school districts have a communications person. If they know early, they can send out press releases or tell their contacts in the media this is happening.

## Document your accomplishment!



**Social Media:** Whether you receive your proclamation in person or on zoom, take pictures and post them on social media. Elected officials love positive publicity and this is a win-win for everyone. Some suggestions: tag people including the local officials, your officers, and tag California State PTA. Then share the news far and wide. Be sure to take a few pictures: of the group, of the proclamation, of the setting (if in person). If you have a large group, you can go outside and take more pictures with everyone. Post and tweet and take videos too. Have fun!



**Print Media:** You can write a letter to the editor (LTE) –If you don't know what to say copy and paste your request letter, editing it a bit—each newspaper has a word count for LTEs, but some local papers/community papers love copy and will write what you give them so give it a try.

**Local television/student broadcasts/radio:** Be prepared to say a few words, someone in your group might be excited to do this. Maybe one of your students (with parent permission) will even be a great spokesperson.



**Share your ideas with us:** What did you do to celebrate PTA turning 125?

**Hang it up:** Hang your proclamation on the wall at the school. Ask the principal if you can hang it in the front office or at the School District office and when you hang it up, take more pictures. You can include: school staff, PTA members, and students (with permission)

### **Include everyone!**

Remember when you post or speak about PTA, always invite people to become members. They don't have to have kids in the school or even be a parent. Include a link to your join page. It's such an easy way to be part of our 125-year-old legacy of protecting children and families.