

PTA Programs In A Flash

A Brief Overview of PTA Programs.
Sharing Program Ideas



Overview

Programs

- * Getting Started
- * What's Available?
- * How Tos
- * PTA Awards & Funding
- * Share Our Legacy



What Can Programs Do for Your PTA?

Getting Started – Why Programs Matter

TO GROW

Community

**Family
Engagement**

**Student
Achievement**

Membership

Programs Count:

- * Engage more families
- * Promote PTA membership
- * Broaden volunteer opportunities
- * Bring recognition to your school/community
- * Increase the fun in your PTA

What is a Program?



Family Reading Experience Military Alliance Male Engagement Connect for Respect - Bullying



PTA's Programs

National PTA Programs aim to bring families together at school to build relationships and support student success, all while enriching children's education and overall well-being.



Develop a Plan

Access strategies and template tools for developing an action plan for your programs and events.



Celebrate Success

Expand your tools for measuring the success of PTA Programs in a Flash volunteers in a way that ensures renewed commitment and future support.



Recruit Team

Gain new ways to recruit PTA volunteers and nurture their growth toward PTA leadership.



Promote

Kick-start your unit's promotional campaign with students and their families, teachers and staff – even out in the community. All the ideas you need are right here.



Resources

Consider this your tool kit for getting PTA programs off the ground. You'll find everything from an engagement survey, to an action plan, to a sample thank you letter.

- Develop a Plan
- Promote Your Program
- Celebrate Success and Plan for the Future
- Additional Resources



The 2014-2015 National PTA Official Back-to-School Kit - For Members - National PTA

Programs

HOME PTA SAVINGS CALENDAR OF EVENTS CONTACT

National PTA OFFICIAL BACK-TO-SCHOOL KIT | Every Child in Focus

PTA PRESIDENT FINANCE MEMBERSHIP PROGRAMS FUNDRAISING ADVOCACY COMMUNICATIONS

PTA Programs

Welcome to the Programs Quick Reference Guide

Select Language

Just like you, National PTA wants all children to succeed. That is why the goal of National PTA programs is to bring families together with school staff in a way that builds relationships and supports student success, while providing information that enriches children's education and overall well-being.

PTA's Programs

Recruit Team

- Programs
- About National PTA's Programs
- Recruit Your Team
- Develop a Plan
- Promote Your Program
- Celebrate Success and Plan for the Future

Every Child in Focus Schools of Excellence Urban Family Engagement Take Your Family to School Week

Getting Started – Program Chairman

Key Role: Collaborate

- * Plan | Organize
- * Develop annual program calendar
 - * Present at association meeting for approval
 - * Publicize approved calendar
- * Oversee | Delegate volunteer recruitment



Getting Started – 4 Program Types

Student Activities

- * Red Ribbon Week | Talent Show | Walk-a-Thon | Spelling Bee | Health Fair | Bike Rodeo | Science Fair

Family Engagement

- * Multicultural Night | Family Game Night
Donuts With Dad | Family Movie Night

3 To 1 Rule
3 Programs for
1 Fundraiser

Parent Education Forums

- * LCAP | Cyber Bullying | College Readiness

Study Groups on Local Issues

- * Traffic Calming | Campus Safety | Sun Safety

What's Available?

Programs-in-a-Box – Parent Education Nights

- * Cyberbullying | Health Fairs | Nutrition
Teen Driving | Summer Learning |
Underage Drinking Prevention
- * Starts a community conversation
- * Turnkey Resources Online
 - * Videos, ppts, tip sheets, handouts, discussion guides



Learn more – www.capta.org

What's Available?



National PTA

- * Healthy Lifestyles Program
- * PTA Military Alliance for Parents and Partners – Support Program
- * PTA Teacher Appreciation Week (May)

Resources:

- * National PTA website – www.pta.org

What's Available?

PTA Three for Me

- * Volunteers commit at least 3 hours/ year for PTA

PTA MORE: Men Organized to Raise Engagement

- * Boosts male involvement in children's lives

Programs Grow

- * Family Engagement | Volunteers |
Membership | Community |
Family/School Partnerships

Learn more – www.pta.org



What's Available?

Reflections Arts Program

* Celebrates students' creativity & talent



Art Categories

- Literature
- Musical Composition
- Photography
- Visual Arts
- Dance Choreography
- Film/Video Production

Grade Divisions

- Primary - Preschool-Grade 2
- Intermediate - Grade 3-5
- Middle - Grade 6-8
- Senior - Grade 9-12
- Special Artist (non-graded)

Learn more – www.capta.org

What's Available?

Reflections Arts Program

Reflections Chairman's Role

- * Job Description in *Toolkit* or
at — www.capta.org



How Tos

6 Key Steps = Great Program

- * Review – What worked best?
- * Survey | Brainstorm
- * Plan | Organize
- * Find Sponsors
- * Promote
- * Evaluate



How Tos

National Standards: Family-School Partnerships

- * Research: engaged parents = student success
- * Use as benchmarks for planning programs
- * How does your program reflect 6 Standards?

Download Guide – www.pta.org



PTA's National Standard for Family-School Partnerships

1. Welcoming all families into the school community
2. Communicating effectively
3. Supporting student success
4. Speaking up for every child
5. Sharing Power
6. Collaborating with community



Basic PTA Insurance Guidelines

- Event is on the GREEN or YELLOW LIGHT in the INSURANCE GUIDE – permission slips, hold harmless forms (or additional insurance purchased)
- APPROVED BY YOUR BOARD & THE PRINCIPAL
- APPROVED BY YOUR ASSOCIATION – check your bylaws
- On the school CALENDAR



More Basic PTA Guidelines

- CHECK PTA FORMS/TOOLKIT (program planning forms, how-to advice, proper money handling forms & procedures)
- RECRUIT VOLUNTEERS - use email, the web and texts to keep them informed
- PUBLICIZE well - The 7 “touches” rule to Marketing
- THANK people - individually and publicly, with a note or in person

Awards – National PTA

Award Programs & Funding

1. Take Your Family to School Week Award
2. Hearst Awards: Family-School Partnerships
 1. Jan Harp Domene Diversity & Inclusion Award
 1. Mary Lou Anderson Arts Enhancement Grants



Learn More – www.pta.org

Awards – California State PTA

Spotlight Awards – Categories

- * Leadership Development (Council)
- * Communication (Council)
- * Programs for Student Achievement
- * Student Involvement
- * Family Engagement
- * Membership Outreach
- * Collaboration
- * Advocacy
- * Environmental



Recognition | Sharing | Prizes

Funding – California State PTA

Scholarships (\$500) – Continuing Education

- * Credentialed Teachers & Counselors
- * School Nurses
- * PTA Volunteers
- * Due – Oct 15



Scholarships (\$750) – Graduating HS Seniors

- * **(\$500)** Ralph E. White Senior Scholarship
- * Due – Feb 1

Share Our Legacy

Share the PTA Story

- * Volunteer Organization since 1897

Founders Day – February 17

- * Celebrate Volunteers
- * Honor Community Service
- * Share PTA's Achievements

Promote the PTA Legacy

- * Handouts, brochures, videos



*Alice McLellen Birney,
Phoebe Apperson Hearst and
Selena Sloan Butler.*

Learn more – www.capta.org

Awards – California State PTA

Honorary Service Awards (HSA)

- * Recognize volunteers & organizations
- * For outstanding service & dedication to improving lives of children
- * Fund California State PTA Scholarship & Grant Program

Learn More – www.capta.org



Awards – California State PTA

HSA Awards

- * Very Special Person Award - VSP
- * Honorary Service Award - HSA
- * Continuing Service Award - CSA
- * Golden Oak Service Award – GOSA
- * Outstanding Teacher Award – OTA
- * Outstanding Administrator Award – OAA



Awards – California State PTA

Legacy Awards – Celebrate milestones

- * 50 years | 60 years | 70 years | 75 years
- * 80 years | 90 years | 100 years

Local Heroes Recognition Award

PTA Store Online – Pins Available

- Recognize PTA leaders



Learn more – www.capta.org

Program Resources

California State PTA

- * Website – www.capta.org
- * California State PTA Toolkit
- * Service Mailings

National PTA

- * Website – www.pta.org
- * Back to School Kit

Sample Program Ideas



The whole family is invited to get active!

When: Wednesday, Jan. 10

Time: 6:30 - 8:30 p.m.

Where: ABC Elementary multipurpose room

Stations will include:

- Hula-Hoops
- jump rope contest
- obstacle course
- basketball shoot-out
- wall climbing
- yoga
- kickboxing

2017 California State PTA Convention

Workshop A09

PTA Programs in a Flash

For more information, please call Jane Smith at 555-555-5555.



ARE YOU CONNECTED TO PTA?

Make this into an
interactive Bulletin
board for PTA.

Each square could be
a PTA program or
event and when they
lift the flap there is info
to read or take!

Middle School

- 7th grade vs. 8th grade kids and adults
- Hawaiian Vacation - dress & undress

Knocking over water bottles with pantyhose on



High School

■ Teen Reality party

■ Windows of your future - Mock Interviews

REALITY PARTY FOR PARENTS

... EXPOSING UNDERAGE & BINGE DRINKING
AND DRUG CULTURE

DATE: October 12, 2013

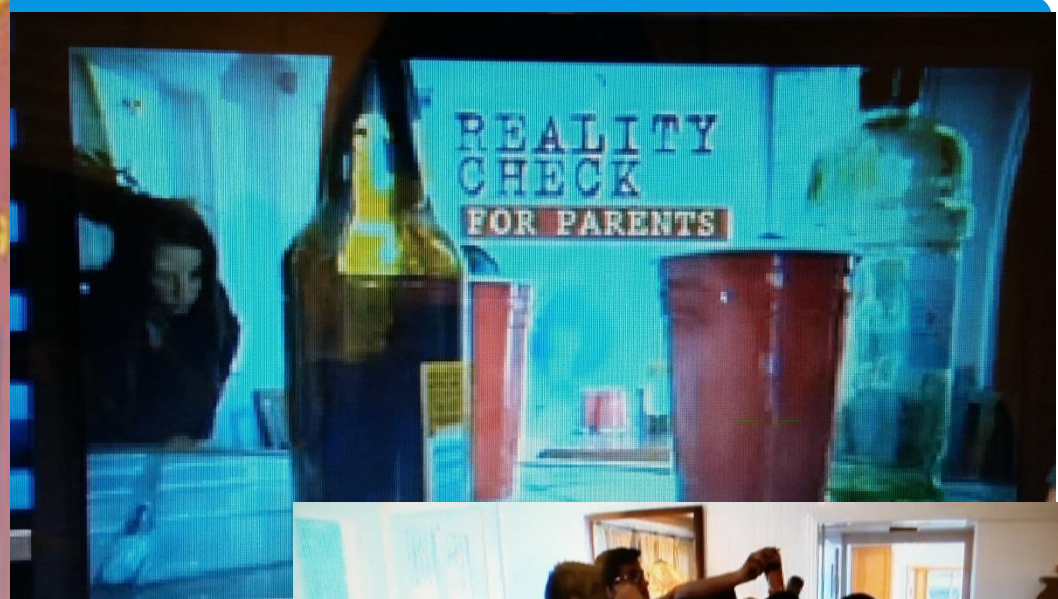
TIME: Tours start every half hour between
3pm-7:30pm. Reservations required.

Open to public • Adults only • FREE!

PLACE: At a house in Thousand Oaks.
Address will be given when a tour time is reserved.

REGISTER ONLINE
www.straightupvc.org/register

Young people want parents to face the reality!



2017 California State PTA Convention
Workshop A09
PTA Programs in a Flash

Windows of Your Future

Mock Interviews



2017 California State PTA Convention
Workshop A09
PTA Programs in a Flash

PTA Fundraising

PTA's mission does not include
fundraising

PTA's raise funds to fund
programs and projects that
support the mission



A fundraising project ideally:

1. Supports the goals of the PTA
2. Be related to purposes of PTA
as a tax-exempt organization
3. Have approval of the membership

Overview of PTA Fundraising

- * **3 to 1** recommendation— one fundraiser to 3 programs
- * **Perks** program from California State PTA
- * California State PTA allied agencies
- * **Toolkit** for fundraising guidelines

www.capta.org

National PTA **Fundraising Marketplace**

National PTA fundraising ideas

www.pta.org

Asking for donations =

- apply for a grant
- ask for contributions/pledges
- donations from corporations
- pass the hat
- coin drive



Indirect fundraisers

- recycling ink cartridges
- Box Tops for Education
- Amazon Smile, Google Express
- e-scrip
- offers from local merchants
- restaurant nights

Product Sales

Things to consider:

- **reputable company?**
- **ratio of receipts to profit?**
- **how many volunteers hours needed?**
- **is product offered by others in area?**
- **is item in line with PTA's values?**

Opportunity drawings versus raffles

Opportunity drawing:

- every attendee has a chance
- no purchase necessary Raffle

Raffle:

- participants BUY a chance to win
- yearly permit needed from AG

Cash handling guidelines

- at least 2 people must count cash (preferably one a financial officer or on the board)
- use a cash verification form
- money to bank ASAP

Sample Committee Fundraising Report

Carnival

Revenue \$ 19,217.10

Expenses \$ 7,027.10

Net Income \$ 12,190.00

Volunteer Hours:

Set-up: 16 @ 4 hours 64

Take-down: 16 @ 4 hours 64

Staffing: 40 X 4 hours 160

Total Volunteer Hours 288

Recommendations:

“Our founders didn’t see a critical issue and say,
‘Hey, lets raise money for them.’”



**IN PTA WE TRY TO MAKE EVERY CHILD’S POTENTIAL A
REALITY BY ENGAGING AND EMPOWERING FAMILIES AND
COMMUNITIES TO ADVOCATE FOR ALL CHILDREN.**