

# PTA<sup>®</sup> in California

OFFICIAL MAGAZINE OF THE CALIFORNIA STATE PTA

February 2023

## Inspiring

*the next generation of  
PTA volunteers*

California State

**PTA<sup>®</sup>**

*everychild.one voice.<sup>®</sup>*



Successful PTA  
**LEADERSHIP  
TRANSITION**

Celebrate  
**BLACK HISTORY  
MONTH**

Gather for  
**UPCOMING  
SPRING EVENTS**

**California State**  
**PTA<sup>®</sup>**  
*everychild. onevoice.*

*The mission of the California State PTA is to positively impact the lives of all children and families.*

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**CONNECTING | GROWING | INCLUDING | INSPIRING**

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# MESSAGE FROM THE PRESIDENT

Dear Friends of PTA-

I am always inspired by the rich history of PTA and the great legacy of this organization. As you read through this issue of PTA in California, I'm sure you will be impressed by the great work PTA members have done on behalf of all children for more than 125 years. You are part of this legacy and continue its work today.

There is a tribe in Africa called Masai whose traditional greeting is "Casserian Engeri." It means "And how are the children? The expression connotes that the true strength of a community is determined by the well-being of its children.

Our founders Alice McLellan Birney, Phoebe Apperson Hearst and Selena Sloan Butler knew this and devoted themselves to bettering the education, health and safety of every child. They persisted in addressing the challenges of child mortality, poverty, discrimination, violence, war, and illness at a time when women didn't even have the right to vote.

Today there are still many challenges. Our children are victims of and witness to violence, in our schools and in our communities. Some are exposed to hatred and discrimination. Others face unprecedented health and mental health crises.

This is the time not just to reflect and take pride in our achievements, but to renew our commitment to be:

- A powerful voice for all children
- A relevant resource for parents; and
- Strong advocates for public education

Our founders were women of courage and determination who dedicated themselves to improving the lives and future of all children. They understood the power of individual action and worked beyond the accepted barriers of their day.

Today, the mission of the California State PTA is to positively impact the lives of all children and families. We advocate for an end to gun violence, discrimination and child poverty. We advocate for full education funding, and access to a full curriculum including the arts, access to health care including mental health care, universal nutritious school meals, educational equity, literacy and closing the achievement gap.

PTAs in more than 3,000 schools across California are providing programs promoting these goals and so much more. PTAs are at the heart of family engagement and we know when families and schools work together students succeed.

The road ahead is challenging but we cannot give up on our children. We know the true strength of a community is determined by the well-being of its children. Thank you for being a part of an organization that continues to be a powerful voice for all children.

Together we do make a difference,

Carol Green  
President, California State PTA





# FOUNDERS' DAY

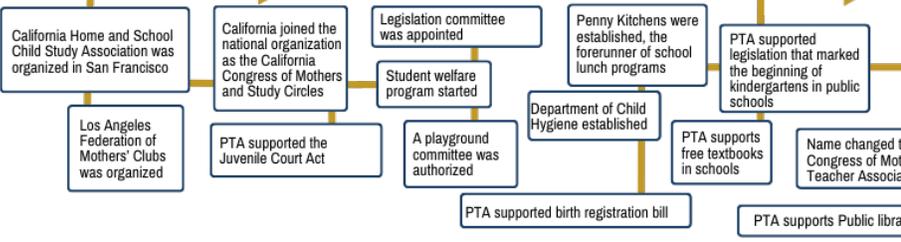
## FEBRUARY 17, 2023

Find our History of Advocacy: <https://capta.org/about/our-mission/whatwestandfor/history>



First meeting was held and the National Congress of Women was formed

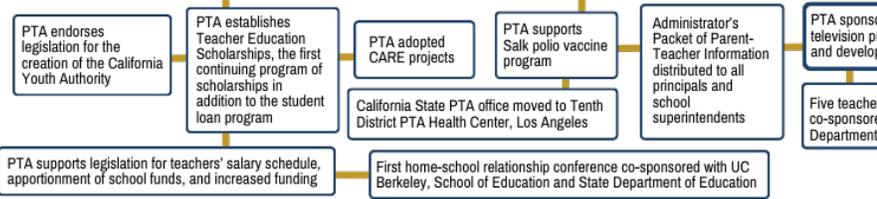
### 1900s



### 1910s

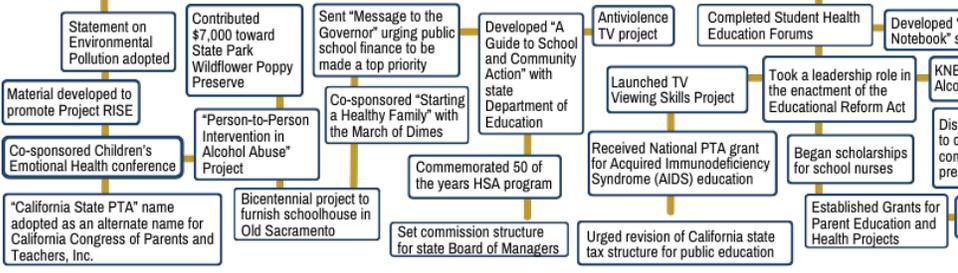


### 1940s



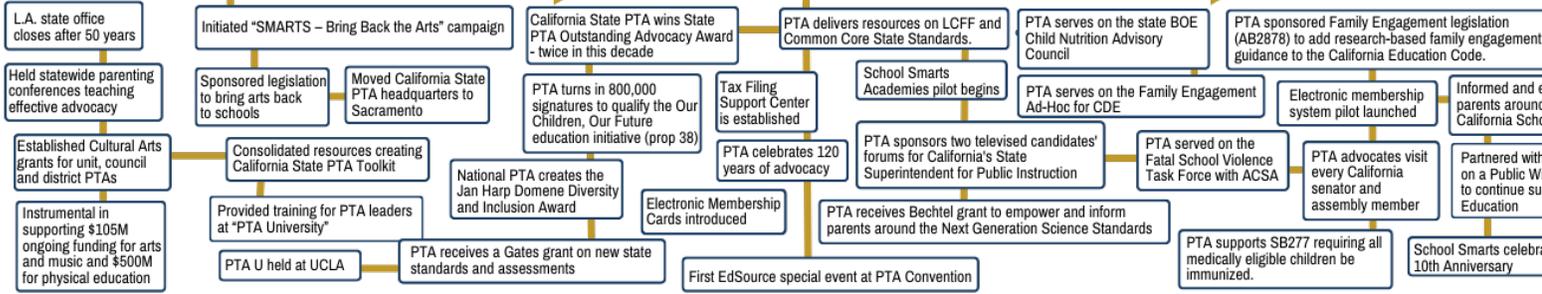
### 1950s

### 1970s

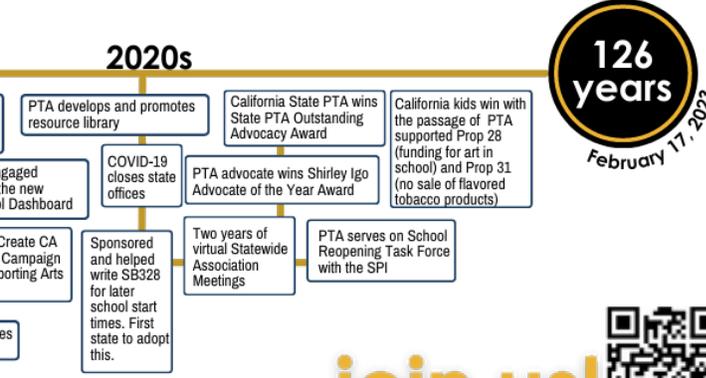
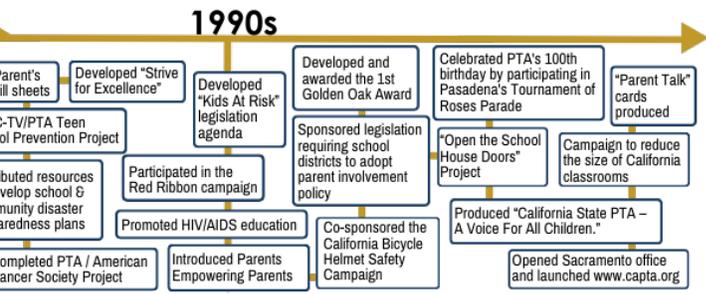
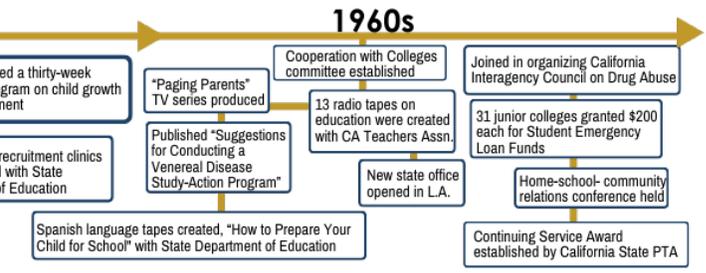
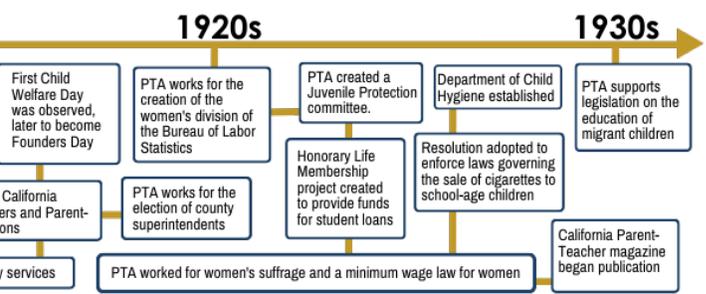


### 1980s

### 2000s



### 2010s



join us!

## CALIFORNIA STATE PTA'S Spotlight Awards

### BE THE NEXT WINNER!

California State PTA  
everychild.onevoice.™

**APPLICATIONS DUE MARCH 25, 2023**

Your dedication in bringing innovative services to our kids and schools deserves recognition! We want to celebrate your PTAs successes with the entire state!

learn more and apply at:  
[WWW.CAPTA.ORG](http://WWW.CAPTA.ORG)

### Experience the magic of authentic family engagement through 7 sessions designed to empower and activate parent leaders.

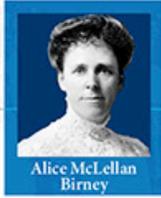
Available for In-Person & Digital Delivery

Learn how you can bring School Smarts to your community at [CAPTA.org/programs-events/school-smarts-2/](http://CAPTA.org/programs-events/school-smarts-2/)

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Phoebe Apperson Hearst



Alice McLellan Birney



Selena Sloan Butler



1970

National Congress of Parents and Teachers and National Congress of Colored Parents and Teachers united



TODAY

Continuing to work together to make a difference for every child

1897

National Congress of Parents and Teachers founded

1926

National Congress of Colored Parents and Teachers founded

# Celebrate Black History Month by Celebrating Selena Sloan Butler

By the California State PTA Membership Services Commission

The power of PTA is our proud history and dedication to "every child with one voice" that we have continued to demonstrate over the years. We honor Selena Sloan Butler as one of our Founding Mothers. In 1926, Butler formed the National Congress of Colored Parents and Teachers to advocate for children, especially African American children in segregated communities.

"As the United States progressed through the Jim Crow era, the Civil Rights Movement, and the eventual desegregation of schools and communities, the two associations worked together side by side for every child. Following the Supreme Court decision that ended segregation, the associations held their conventions in conjunction with one another and worked toward merging in all 50 states. On June 22, 1970, the two congresses signed a Declaration of Unification and officially became one association.

The unification of the two congresses is an important part of National PTA's history and the association's continued efforts to serve and make a difference for every child." - [National PTA History](#)

Selena Sloan Butler was appointed by President Herbert Hoover to his 1929 White House Conference on Child Health and Protection, representing the National Congress of Colored Parents and Teachers and working on the Committee on The Infant and Pre-School Child.

Butler led the National Congress of Colored Parents & Teachers for more than thirty years. She also focused on women's rights and was the first president of the Georgia Federation of Colored Women's Club and a delegate to the founding convention of the National Association of Colored Women. Butler is honored in many ways by our organization, but also by the City of Atlanta, where there was a park named in her honor, and she was posthumously inducted into the [Georgia Women of Achievement Hall of Honorees](#).

If your school is doing anything for Black History Month, we encourage you to share Selena Sloan Butler's story and encourage more members to join PTA to continue this dedication to advocacy, inclusion, and equity to honor our Founders as we continue their work.



for **PTA**  
**LEADERS**  
by **PTA**  
**LEADERS**

LEADERS.CAPTA.ORG

# SEE YOU IN Sacramento

REGISTRATION OPENS FEBRUARY 15

CALIFORNIA STATE PTA

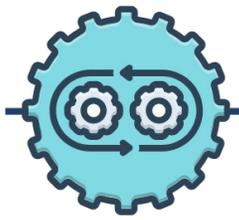
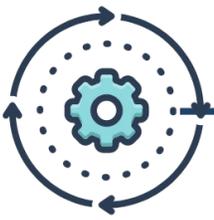


# CONVENTION 23

GROWING | INSPIRING | CONNECTING

APRIL 21-23, 2023 | SACRAMENTO, CA





# Tips for a Successful PTA Leadership Transition

By the California State PTA Leadership Services Commission

Spring is fast approaching and that means your PTA needs to select its leaders for the coming year. The California State PTA Leadership Commission has some recommendations for making your leadership transition a success and keeping your PTA strong.

## Put an effective, diverse team together

Each PTA's leadership team requires leaders with different skill sets who can work well together. Success isn't always measured just by the accomplishment; it's often more about how the work was accomplished. When leaders work collaboratively, their work can be inspiring to the entire community. This encourages future leaders to say "yes" to the nominating committee and creates an environment that people want to be part of.

The nominating committee needs to look for certain attributes in addition to the skill sets required for each officer's role. Effective teams:

- Need members who are confident, committed, positive, encouraging, compassionate, reliable, resilient, and honest.
- Establish trust, understand others' workloads, respect the work distribution, set achievable goals, and celebrate each other's and the team's successes.
- Assure time is set aside for team building monthly or during periodic retreats.

## Plan ahead for a smooth transition

This year's current leaders are wrapping up the term. Hopefully, the majority of the goals have been completed so the team can really focus their energy on what remains. Each goal and program should be evaluated in the remaining meetings so current leaders can share their knowledge with their successors in the coming months.

Meanwhile, the board elect can undertake team building, meet with the current leaders, and set their own goals for the next term. The president will also need to identify committee chairs to support the team's and the association's goals.

## New leaders need inspiration and information

Leaders need inspiration too. PTA district and council training and the [2023 Convention of the California State PTA](#) provide this inspiration and the opportunity to meet and learn from others tackling the same challenges.

Review the California State PTA [Leaders Website](#) and [Toolkit](#) for best practices on team building and goal setting.

*The California State PTA Leadership Services Commission appreciates each and every PTA leader for your commitment to PTA. You inspire us and others around you to continue this great work on behalf of students and families throughout California.*

## Applications Wanted

### California State PTA Seeks Student Leadership

Now accepting applications for students to serve on our state board!  
<https://capta.org/resource/california-state-ptaseeks-student-leadership/>

Applications are due March 15, 2023



# MONTHLY LEADERSHIP CALL

FOR CALIFORNIA PTA LEADERS



CONNECTING LEADERS • INCLUDING LEADERS

California State  
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Feb 16, 6pm    Apr - TBD  
Mar 16, 6pm    May 18, 6pm



[capta.org/resource/leadership-monthly-call](https://capta.org/resource/leadership-monthly-call)

## COMMUNICATIONS MONTHLY MEMBER CALL

ENGAGE YOUR COMMUNITY. SPREAD THE WORD.

Third Thursday (of most months) no call: April

Feb 16, 7pm    Mar 16, 7pm    May 18, 7pm

[capta.org/resource/communications-monthly-call](https://capta.org/resource/communications-monthly-call)



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SAVE THE DATE AND JOIN US!

California State PTA Leg Team

# ADVOCACY CALLS

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at 7:00 p.m

Feb 21    Apr 18    May 16  
Mar 21    May 30

<https://capta.org/resource/advocacy-monthly-calls/>



# WINTER 2023 MEMBER PERKS

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## PERKS FOR PTA MEMBERS

### EXPLORE THE PACIFIC OCEAN AT THE AQUARIUM OF THE PACIFIC

California State PTA members receive **discounted admission tickets!** Plan your visit and [click here](#) to access your member savings by using the **password CAPTA3**. Meet the newest members of the **Aquarium of the Pacific** family and discover how they hold the key to our future in their newest exhibit: **Babies!** From rescued sea otters, mesmerizing little cuttlefish, and miniature sea jellies to tiny translucent fish and a young desert tortoise, experience the heart-warming joy of baby animals while learning their fascinating behavior and biology, how we care for them, threats to their survival, and what their future means for their species and our ocean planet. Also learn about the many endangered local animals that the Aquarium is helping to save, including frogs, abalone, giant sea bass, green sea turtles, and more.



### BRING SIMPLER PAYMENTS TO YOUR FAVORITE GROUP

**Cheddar Up** is a free group payment platform used and loved by groups of any kind — whether it's your child's sports team or troop, a booster club, an office gift pool, or even your own small business. As a California State PTA member, new subscribers get **3 FREE months** of Cheddar Up's Pro features. **Use code CAPTAFREE3** at checkout before May 1, 2023. While **Cheddar Up** is always available for free, its Pro plan offers more in-depth reporting, our best ecommerce capabilities, and eChecks, which have a rock-bottom fee. Your group will thank you for this seamless way of collecting — no more spreadsheets and busy work. And, your peers will delight in the seamless paying experience (covering both online and in-person payments with our card reader). Don't miss this deal! Pass it on to all your favorite group organizers!

 Cheddar Up

**CAPTA Members**

**GET 3 FREE MONTHS**

**off our Pro Plan**



### DELIVERED FRESH FROM THE FARM WITH FARM FRESH TO YOU

**Farm Fresh To You** has been farming, organically, since 1976 and has built a sustainable network of California farms that deliver organic produce, meat, dairy, eggs, and so much more straight to your doorstep all year! There's no commitment, no contract, no delivery fees, and no service fees. Payment is made after delivery so you can inspect the goods first—you "Pick it or Skip it"! California State PTA members can get an ongoing **20% discount** by using **promo code CAPTA** when ordering through the [Farm Fresh To You website](#). Simply enter your zip code then enter your delivery options, box size and any additional add-on items. If your zip code comes up as "not deliverable" please contact Elizabeth Sudman to set up your account manually at: 916.849.0587 or email [esudman@farmfreshtoyou.com](mailto:esudman@farmfreshtoyou.com). [Click here](#) for a downloadable flyer with more information.



### JOIN SKYONE FEDERAL CREDIT UNION

**SkyOne** is proud to partner with California State PTA! [SkyOne Federal Credit Union](#) is a full-service, not-for-profit financial institution with a network of over 66,000 ATMs and 4,000 shared branches. For over 70 years we have been helping people like you to achieve their financial goals. Take advantage of this special offer for California State PTA members. **Join SkyOne Federal Credit Union today and receive \$50!** Plus, SkyOne will **reimburse you \$10** for your California State PTA membership dues for the first year! Enter **promo code CAPTA**. [Click here](#) for more information.

**SkyOne**  
FEDERAL CREDIT UNION



[www.capta.org/member-perks](http://www.capta.org/member-perks)

WINTER 2023

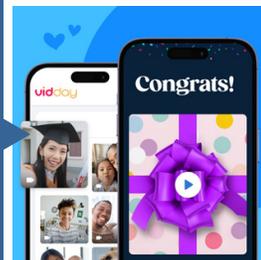
# MEMBER PERKS

## PERKS FOR PTA MEMBERS

California State  
**PTA**  
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### CELEBRATE BIRTHDAYS, GRADUATIONS, TEACHER APPRECIATION & MORE WITH A GROUP VIDEO GIFT

Get **20% off** when you create a VidDay group video — it's the perfect gift to celebrate birthdays, graduations, teacher appreciation, thank a coach, and all other special occasions. It's fun for everyone! No app download or editing skills are needed. You can start for free by visiting [vidday.com](http://vidday.com) and see how easy it is to invite friends and family to submit video messages to wish a happy birthday, say congratulations to a graduate, or give gratitude to a teacher or coach. Video messages and photos are automatically collected for you to come together in a one-of-a-kind, beautiful video montage. Plus, you and invitees can chip in on a gift card to send along with the surprise video. **Save 20% when you use promo code CAPTA20** at checkout and give a gift they'll never expect or forget.



### INTRODUCING THE MOST INEXPENSIVE WAY TO VISIT OVER 250+ COLLEGES

**Attention Parents and Educators!** Introducing the most inexpensive way to **visit over 250+ colleges**. Get insights through **10-minute conversations** with current undergrads that only happen on **VIDSIG**. Through our screened and vetted College Experience Experts, your high school student can have honest conversations about the REAL experiences at their target schools. Go to [VIDSIG.com](http://VIDSIG.com) now and help all of our students! Use the code: CAPTA for one free session.



## PERKS FOR PTA UNITS

### PTA MANAGEMENT, ONLINE AND SIMPLIFIED

**Cheddar Up is a free group payment platform** used and loved by PTAs nationwide — and as a California State PTA member, new subscribers can unlock our Pro features for **3 FREE Months**. Use code **CAPTAFREE3** at checkout before May 1, 2023. Why take advantage? Pro plans offer more in-depth reporting, our best spirit wear shop capabilities, and eChecks, which have a rock-bottom fee. Schools who use eChecks **raise 2x** as much as those who don't! Say goodbye to creating your own spreadsheets, and join us to collect payments online, create custom forms, and track donations automatically. It takes mere minutes to set up your custom web page, and the collection options are endless — teacher gifts, ticket sales, fundraisers, school gear, and so much more. Our card reader even integrates in-person sales with online totals. You'll soon see why thousands of schools trust [Cheddar Up](http://Cheddar Up) for all their payments.



### JOIN SKYONE FEDERAL CREDIT UNION

We understand how important keeping track of finances is for PTA units. SkyOne makes it easy and convenient to update your bank, signers, and officers—and it can be done virtually! Plus, for a limited time, if your unit opens an organizational account with us, we will **donate \$1,000.00 to your PTA for every 10 unit members that join SkyOne**. For more information on PTA unit accounts and our special offer, [click here](#).

## PERKS FROM NATIONAL PTA

As a member of California State PTA you also have access to **National PTA Member offers!** Whether you're buying school supplies for the kids or renting a car for your next family vacation PTA members can save money on everyday purchases, special discounts, fundraising opportunities, and other unique deals. Be sure to [click here](#) to check out your National PTA Member Offers, too!

