

Re-energizing your membership drive

PTA membership drives offer an opportunity to connect administrators, teachers, parents and students. They open the door to shared goals and increased dialogue for those who care about children. Membership drives also create a unique opportunity to share the value of PTA with the community at large – to highlight what PTA does to enrich the lives of children.

How can your PTA re-energize your membership recruitment efforts by showcasing the value of PTA?

Lanai Road Elementary School PTA in Los Angeles (Thirty-First District PTA, Los Robles Council PTA) has increased membership by more than 70 percent over the past three years by using every opportunity to showcase the many programs and services that the PTA helps support, including PTA Science Explosion Day, Team Green Recycling, book fairs, movie night and “Character Counts” Respect Day.

Membership letters highlight the key benefits of what the PTA does and how it helps the students. Articles in the school newsletter introduce key PTA leaders and describe the programs they help facilitate on campus, putting a PTA face to each event and program. Back to school night activities also highlight the program successes on campus and help create an even stronger bond to the PTA.

“Lanai Road has a lot of great programs that are funded by PTA, and



By connecting PTA programs, such as PTA Science Explosion Day, to its membership recruitment efforts, Lanai Road Elementary School PTA helps parents, teachers and students build a stronger connection to the school.

parents see those programs every day,” says Membership Chair Diana Struhl. “We highlight the success of the programs and get students and parents connected. Parents see that without the PTA, many of their children’s favorite events and activities would not be offered.”

Winter and spring are great times to re-energize your membership drives to attract new members and strengthen your PTA – plus, your PTA can qualify for great prizes by meeting the Lucky 13 in 2013 membership challenge. For more information on the Lucky 13 in 2013 membership challenge, see page 2.

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Your PTA can be lucky in 2013 when you increase membership



For your PTA, the number 13 can be lucky in 2013! Every time your PTA increases your membership total by 13 members over last year's total, your PTA will be entered to win great prizes. The more your PTA increases membership, the more chances you have to win!

Your PTA could win the ultimate Lucky 13 in 2013 gift basket filled with donations from sponsors, vendors and businesses.

Plus, two lucky PTAs will receive \$1,313 in cash to help support PTA programs and services at your school.

The winning units will be announced at the 2013 California State PTA Annual Convention in May.

Don't miss your opportunity to be lucky in 2013 – deadline is **March 31, 2013**. No application required.

To learn more about the Lucky 13 in 2013 membership challenge, visit www.capta.org and click the Lucky 13 in 2013 image at the top of the page.

PTA Spotlight



Photo by Edmund Lee/Lafayette PTA

New play structure makes recess more colorful

Recess at Lafayette Elementary School in San Francisco (Second District PTA) is now more colorful than ever – thanks to a brand-new, PTA-funded play structure.

Over the past several years, the PTA embarked on a mission to bring fitness and fun to the students by committing to a major school capitol improvement project.

“Committing to undertake the funding of this project is a big deal,” says PTA President Annette Hurst. “This project required a great deal of coordination with our school administration and the school district’s architects and building supervisors.”

“This project was a team effort,” continues Hurst. “Through incredible hard work, teamwork, patience and great leadership skills by our immediate past president as well as the grant writing and silent auction committees, we were able to make the dream of the play structure a reality.”



Don't be afraid to speak up for children

One of the important lessons we learn from PTA is, "Don't be afraid to speak up for children." And this year, now more than ever, PTA must continue to lead the conversation.

From speaking out for adequate and equitable funding for our schools to advocating for schools and communities that keep our children safe, our mission remains focused: Improving the lives of children.

Adequate Funding for Schools

We can be thankful that after years of horrible budget cuts, additional cuts to schools are *not* part of the proposed California budget. However...there is always that "however"... look at this in light of national education funding.

Within moments of the announcement that California schools would be protected in the Governor's state budget proposal, *Education Week* issued its latest report on the quality of our nation's schools.

California's grade?

"F" in spending on education and "D" on student achievement.

The median spending for the U.S. was \$11, 824 (based on 2010 numbers).

Some states invest more than \$18,000 per student (Wyoming and Vermont), some in the range of \$15,000 through \$16,000 per student (New York, New Jersey, Alaska) and then we have California at \$8,482. (California spending, in fact, dropped even lower to \$7,967 in 2012-13. This year's budget proposes ongoing K-12 Proposition 98 per-pupil expenditures of \$8,304 for 2013-14.)

California is still almost dead last – still in the national basement.

'We need a commitment from our parents and communities to speak out to ensure all children have a high quality education.'



Budgets are a reflection of our values. It is clear we are still not meeting our responsibility to children.

Making education a priority, even in an austere budget, is important. And this year's California budget proposes some additional dollars for K-12 schools, community colleges and higher education.

However...yes...however...

We must once and for all address California's school funding crisis – move up from the basement – and restore and build up the programs and services all children need to be successful. This includes restoring and investing in early childhood education.

We also need to improve the school funding system so that it is more rational, transparent, and accountable, and provides additional resources for the students who need them most. Both adequacy and equity in school funding are essential.

Commitment

What will it take to ensure that by the time today's kindergarteners enter middle school we are not still having this same stale conversation about whether, or how, to permanently get out of the basement in school funding?

It will take commitment – ongoing commitment.

We especially need a commitment

from our elected officials to push forward with the hard, but vital, work.

And, we need a commitment from our parents and communities to speak out to ensure all children have a high quality education.

2020

Let's start with a commitment to lift per-student funding in California to at least the Top 20 among states by 2020. This is both a realistic *and* ambitious goal. It's not too much to ask and it's not too little. (Note: The original intent of Proposition 98, the school funding constitutional initiative passed in 1988, was to lift us to the Top 10 in funding. Enough said.)

Investment in all students must still be raised sharply.

Safe Schools and Safe Communities for All Children

- Sandy Hook
- Virginia Tech
- Columbine
- Stockton

How many more school names shall we remember not for a list of graduates, but for the number of children killed?

The answer should be clear – not one more school, not one more child.

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PTA is the key ingredient at Crocker/Riverside Elementary School

With school districts facing major budget cuts, PTAs are playing a more vital role than ever in helping schools keep or bring back programs that help enrich their student's educational experience.

At Crocker/Riverside Elementary School in Sacramento (Third District PTA, Sacramento Council of PTAs), thanks to the work of more than 500 PTA members, the PTA has been able to help the school keep existing programs as well as help start new ones throughout the years.

"I value the PTA," says Alvin Lee, past principal for Crocker/Riverside. "It would be very difficult to provide many of the things that we currently provide without the support of our PTA and their funding. Their support, finances, people and resources really help us."

"The PTA is essential to active parent involvement in any school – it's the key ingredient to the success of the school and the success of the students," says Anne Hawley, PTA unit president.

The PTA has helped the school in several ways throughout the years, one of which is through the Reading Rebounders program. Started nearly five years ago, the program helps students who could benefit from extra reading. First and second graders are paired with sixth grade student mentors to read during lunch. The result:

Improved grades and an opportunity for the students to create bonds and relationships that helps strengthen school spirit. "A total win-win," says Hawley.

In addition to the Reading Rebounders program, the PTA also supports reading in the school through its work with the school's library.

According to Lee, the school's library was small and not meeting the needs of the students. Through the support of the PTA, the library was updated to a modern media center, including computers and an updated book selection. The PTA raises money to pay for a part-time librarian, which the school had cut a few years earlier due to budget cuts. The PTA also purchased tablet readers with the goal to expand reading beyond the classroom.

And, that's not it for the Crocker/Riverside PTA! The PTA is always working on new programs to enhance the school including expanding the music appreciation program. The PTA is also looking for additional ways to continue to enhance technology in the classroom.

Overall, Hawley says the number one goal of the PTA is to support the students, principal and teachers. Both the school and the PTA share a common goal – to meet the high expectations and standards that the children deserve!

"Reprinted with permission from The Land Park News"



The PTA Reading Rebounders program at Crocker/Riverside Elementary School helps improve grades and build student relationships.



PTA members give their time to help with important work on campus including the Art Docent and Garden Docent programs.

Your school can join the celebration!

National PTA has tools to help your PTA host Take Your Family to School Week events including:

- A guide for how to plan, promote, host and evaluate week-long activities
- Lessons for family-focused PTA events with take-home tools
- Posters and family recruitment tools including letters, newsletter templates, fliers and messaging scripts
- Media outreach templates to help promote Take Your Family to School Week events

Congratulations!

Twenty-two California State PTA units have been selected as recipients of a National PTA grant to celebrate Take Your Family to School Week.

First District PTA

- Eleanor J. Toll PTA, Inc.

Second District PTA

- Monroe Elementary School PTA

Third District PTA

- Camellia Basic Elementary PTA
- Leroy Greene Academy PTA
- John Cabrillo Elementary PTA

Fourth District PTA

- Marian Bergeson Elementary PTA
- Canyon View Elementary School PTA

Fifth District PTA

- Desert Trails PTA
- Grapeland Elementary PTA

Ninth District PTA

- Eastlake High School PTSA
- Charles W. Cadman Elementary PTA
- Oak Hill Elementary PTA

Tenth District PTA

- Meyler Elementary PTA

Eleventh District PTA

- Herndon Barstow PTA

Twelfth District PTA

- Peach Hill Academy PTA
- La Mariposa School PTA

Seventeenth District PTA

- Selby Lane Elementary PTA

Twenty-Third District PTA

- Chaparral High School PTSA
- Herk Bouris Elementary PTA
- Orange Elementary PTA
- Wilson Elementary PTA

Peralta District PTA

- Lorin Eden Elementary PTA

Put some “WOW” into parent involvement— Take Your Family to School Week

Research shows that when parents and families are involved, students achieve and have more success in school. With this in mind, PTA Take Your Family to School Week is just one of the PTA programs revitalizing parent involvement in education.

Take Your Family to School Week is February 18-22 with the theme of “Safety at Home and Play.” This year, PTAs have the opportunity to educate families of students about the most dangerous safety risks in the home and at play. With hands-on educational activities, PTAs can encourage families to work together toward promoting safer behaviors.

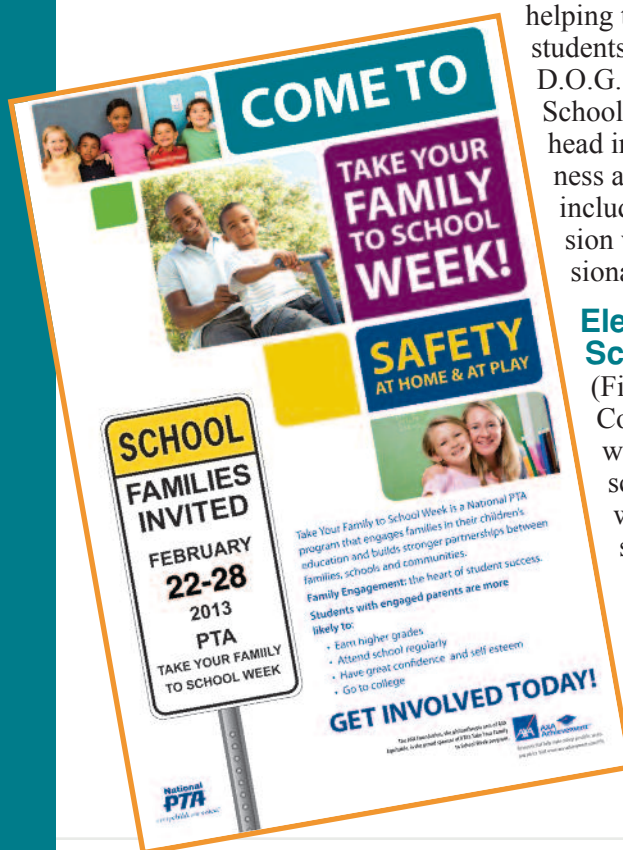
Here’s a sneak peek at what some PTAs have planned.

Eastlake High School PTSA in Chula Vista (Ninth District PTA, Sweetwater Secondary Council PTA) will host a breakfast meet and greet with teachers, parents, students and local community members. The event will include safety presentations from the local fire department and law enforcement agencies.

Chaparral High School PTSA in Temecula (Twenty-Third District PTA, Temecula Valley Council of PTAs) has plans to create a Watch D.O.G.S. (Dads of Great Students) program with the goal of

helping to create a safer school for students. To kick off Watch D.O.G.S. and Take Your Family to School Week, the PTA will host a head injury and concussion awareness and prevention event that will include a question and answer session with local healthcare professionals.

Eleanor J. Toll Middle School PTA in Glendale (First District PTA, Glendale Council PTA) has plans in the works to focus on getting to school safely, whether by walking to school, cycling or skateboarding. They also have plans to incorporate safety at home by planning a family-centered activity to educate parents and students about prescription medication and the dangers of misuse.



“Behind the Scenes” at Convention

By registering early to attend the California State PTA Convention in 2012, held in Long Beach, one lucky PTA leader won a day of going behind the scenes of the convention. Cristina Guzman, president of Montebello Council in Thirty-Third District PTA, was very surprised to learn that she had won.

Cristina’s “behind the scenes” day began in the convention site office for a meeting with Justine Fischer, vice president for convention. Justine gave Cristina her schedule for the day.

First on the list was Cristina’s time to help in registration, where she learned the “tap and go” system, which she thought was fun to use. Next on her list was a tour of the exhibits area. Then she helped to check all of the workshop classrooms to make sure they had been set up correctly. Following that she was able to attend a couple of workshops.

Cristina attended the Mercedes-Benz Driving Academy lunch as a guest and following lunch, she headed backstage (stage right) for the general meeting. Her new task was to keep track of the

program script, and checking to see if the program was running ahead or running behind for time. She thought backstage was very interesting.

Her busy day ended after the general meeting. Cristina has three grown children, but she returned to PTA leadership for her grandchildren. She has been in PTA for over 30 years!

Cristina has a cheerful attitude. She said the busy day had worn her out, but she thinks convention is wonderful. She said that she “appreciates all that we (California State PTA) do!”

Celebrating the Arts
Reflections Luncheon
Friday, May 3 at 11:15 a.m.

Recognize the extraordinary talent of the California State PTA Reflections award winners.
This is a pre-registered and ticketed event.

\$20
Lunch Included

Remember to Visit
REFLECTIONS ART GALLERY

The new Reflections Art Gallery is something you won't want to miss! Selected Reflections entries will be displayed in museum fashion.

PTA REFLECTIONS

EdSource *Clarifying Complex Education Issues™*
EdSource Special Event
at the
California State PTA Annual Convention

Saturday, May 4, 2013
10 a.m. to 3:30 p.m.

\$20 Continental Breakfast Included

Join leading policy experts and educators in an exciting forum organized by EdSource titled, "Measuring Up: What's Next for Students, Teachers and Schools." The forum will examine the latest proposals for reform of testing, school accountability, and teacher preparation and retention in California — within the context of sweeping changes being proposed for the state's school finance system.

IMAGINE what we can do together for children!

MAY 2-5, 2013

Where can you build the skills to strengthen your school and community while having fun and connecting with PTA leaders from across the state? The 2013 California State PTA Annual Convention!

Attending Convention is an investment in the future of your school and your children. Whether you are a newly-elected officer or a seasoned PTA leader, you'll obtain tools and resources to share with your local PTA.

Convention is the place to get the resources and support you need to build an even stronger PTA.

- Hear from motivating and inspiring keynote speakers on hot topics such as bullying
- Participate in workshops and learn new skills
- Exchange ideas and network with PTA leaders from across the state
- Have fun and celebrate PTA



Register today online at
www.capta.org
and **IMAGINE**
the possibilities
at the 2013
Annual Convention!

Take advantage of discounted registration and save money for your PTA!

- ▶ **March 31** – Last day for discounted registration and hotel group rates
- ▶ **April 15** – Mail-in registration closes
- ▶ **April 18** – Electronic handouts available online
- ▶ **April 26** – Online registration closes
- ▶ **May 1-5** – Onsite registration is available

X-TEAM SATURDAY

Leadership Training • Finance Training
Round Robin: Subject Matter Training
EMLC (Emerging Minority Leadership Conference)

Every child

Arts education is essential for all students

Art is an important expressive outlet, a cultivator of creativity, and an essential component of any curriculum. Here are some quick facts about the importance of arts education for all students.

Young people who regularly participate in art are:

- 4 times more likely to be recognized for academic achievement
- 3 times more likely to be elected to class office within their schools
- 4 times more likely to participate in a math and science fair
- 3 times more likely to win an award for school attendance
- 4 times more likely to win an award for writing an essay or poem

Source: Americans for the Arts, <http://www.americansforthearts.org/>

Did you know March is Arts Education Month?

Arts Education Month is a time to celebrate and strengthen arts education in our schools for all students. It's a celebration of the creative endeavors taking place in our schools and in our community arts organizations. It is a way to show the community – as well as policy makers – how the arts are making a difference in education. Arts Education Month is a perfect time to demonstrate the value of arts education and invite your elected officials into your schools to witness and recognize the power of learning in the arts.

Are you passionate about making sure every child has access to arts education?

California State PTA believes the arts are essential for a creative, engaged, work-prepared and civic-minded student population. The arts are a critical link to learning success. That's why California State PTA is leading an effort to create a sustainable and ever-growing network of parents, family members and caring adults who will act at the local and state levels to promote and support access for all students to a complete education that includes the arts.

Join the California State PTA SMARTS, Parents for the Arts, network and be a champion for the arts! Visit <http://www.capta.org/sections/programs-smarts/index.cfm> to join!



VISUAL ARTS

Colors in Nature

Taryn Liu

Fifth Grade, La Mariposa School
Twelfth District

is an artist



"I do not want art for a few any more than education for a few, or freedom for a few."

~William Morris

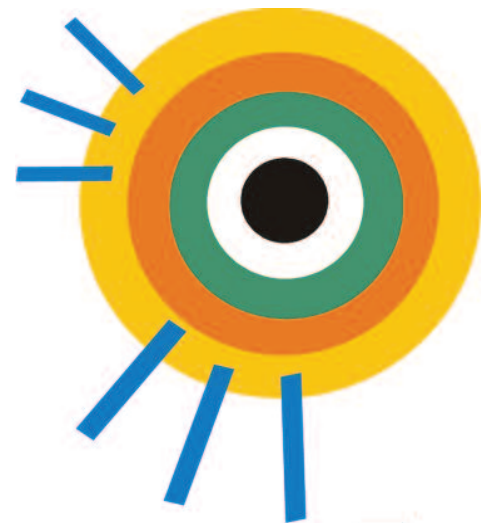
Connecting with school board members to promote arts education in schools

California State PTA recently joined the California Alliance for Arts Education to help provide parents with creative ways to connect with school board members to help them better understand the importance of arts education in schools.

Participants in the hour-long online webinar learned practical and unique ways to promote arts education. Here are a few tips on how to engage your school board members in the arts in your school community.

- Develop a relationship with your school board members by getting to know them and acknowledging their work.
- Invite school board members to be your guest at special art performances at your school.
- Provide a behind-the-scenes tour of the set.
- Introduce school board members to student artists and encourage students to share how the arts have impacted their lives.
- Share good news related to the arts during a formal presentation at school board meetings. Be sure to coordinate with appropriate district staff.
- Invite school board members to participate in meetings to formulate and update district arts plans.
- Encourage board members to approve teacher in-services for arts integration.

For more information about the California Alliance for Arts Education, visit <http://www.artsed411.org/>.



"Every child is an artist. The problem is how to remain an artist once we grow up."

~Pablo Picasso

Want to engage and empower more parents through your PTA? Take these 5 things to heart

Empowering parents is part of California State PTA's mission – and through our School Smarts parent engagement program, we've been partnering with local PTAs, schools and school districts to do even more of this.

More than 700 parents so far have graduated from the School Smarts parent academies at schools in our initial four pilot school districts. (By April that number will grow as we expand to more pilot schools, with the goal of making the program available to PTAs statewide in the future.)

Our program has been especially successful at reaching out to the wide diversity of parents and family members in our communities, including those who have been previously less involved. In fact, the National PTA honored California State PTA and School Smarts with its very first Jan Domene Diversity and Inclusion Award for our success in connecting more parents from all backgrounds with their schools.

Working with educators and parents in School Smarts, we continue to learn and affirm things each day about engaging and empowering parents. These approaches can help your PTA and school right now, even if you're not yet participating in the program. Some are things that we know intuitively but sometimes forget to do; others have been reinforced by our data and experiences.

So, if your PTA's goal is to engage more parents and family members, here are five things to take to heart.

1 Remember: Parents choose to participate initially because they want to learn more about how they can support their own children. Most new or previously uninvolved parents won't choose to become engaged in your PTA because you post a sign-up sheet seeking volunteers for the next field trip or fundraiser. It takes cultivating a relationship. And one of the best ways to get more parents onto your school campus is simply to show that your PTA and school "gets" them. Plan events and activities

Working with educators and parents in School Smarts, we continue to learn and affirm things each day about engaging and empowering parents.



with an eye toward addressing what we know all parents care deeply about – the safety, health and quality education of their children. Save the sign-up sheet or intricate Standing Rules discussions for a little later, after you've developed a relationship with newer parents – and after you've shown you understand what they care about most.

2 Personal invitations are the single best way to recruit and encourage a broad cross-section of parents to participate in your PTA and school. Most of us don't need a report or data to tell us this, and yet – most of us keep plodding along sending group emails or printing fliers. Why? We know that personal invitations – a phone call, a direct conversation, a handwritten note – work wonders, but the personal touch requires extra time and we're all stretched for that, right? Well, this is the one activity you should make more time for, plain and simple. Find something else to skip or do less of instead – and devote more of your precious time to the personal connection that shows you care. You won't regret it.

3 Teachers are the most direct line of contact between schools and parents. Speaking of the personal connection, teachers play an essential but sometimes overlooked role. Our School Smarts program has reminded us: If teachers aren't part of your PTA's communications plan, you need to re-think that plan. Ask your teachers to help make personal invitations to important events. And don't forget to find ways both big and small to show your teachers you care about them. What's special about PTA is that we are parents and teachers working *together* to make a difference for all children.

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Speaking Our Message, Peaking Our Membership

As a senior at UCLA, I have found that my biggest successes in life thus far have come about through the use and fine tuning of my communication skills. Even with substantial opportunities for public speaking—not just as a student, but as a board member of California State PTA—I still consider communication a skill I need to practice more than any other.

Communication is key in so many interactions. As PTA members and leaders, we must polish our speaking and listening skills so that we can put our best voice and message forward, not just for the advancement of our organization, but to benefit the students we serve.

Each and every one of us should have a prepared “elevator speech”—a 60-second pitch on what PTA is all about and why joining will help children. It’s true that many parents do not join the PTA because they were not asked, but just as detrimental to our organization is asking a parent to join without

sharing why and how. Develop a message that works for you, briefly describing what we do, why we do it, and why their membership can make a difference in the lives of children. Follow the examples of your fellow PTA leaders who have great speaking voices, whether from the California State PTA Board of Managers or from your local PTA unit.

And let us not forget the example we set for students around us. Students absorb and emulate the information

and skills demonstrated by adults and individuals in positions of authority. As PTA members, we must model for future leaders how to properly communicate and advocate for PTA.

Finally, remember one of our highest priorities is to connect with people around us through conversations that speak for “every child through one voice.” It is our responsibility to enhance our communication skills so that we may have a greater impact for the kids of today and tomorrow.

Consider these exercises to communicate our message more productively:

- practice in the mirror with your written talking points;
- practice with fellow PTA members or your children;
- join your local Toastmasters group to improve public speaking delivery;
- watch politicians speak to audiences or debate, and consider the message elements that are most effective; and
- get tips and inspiration from videos on websites such as www.TED.com or www.YouTube.com



Joey Abram, Senior, UCLA
Membership Commission &
Student Involvement Committee
California State PTA



Center Street School PTA in El Segundo (Thirty-Third District PTA, El Segundo Council of PTAs) hosted a Family Literacy Night to celebrate the joy of reading.

For more information about Read Across America, visit the National Education Association’s website at www.nea.org.

Building a nation of readers

“You’re never too old, too wacky, too wild, to pick up a book and read with a child”

~Dr. Seuss

The National Education Association (NEA) is building a nation of readers through its signature program, Read Across America. The program, in its 16th year, focuses on motivating children and teens to read and celebrate the places a book will take them.

NEA’s Read Across America Day, takes place each year on or near **March 2**, the birthday of Dr. Seuss. Across the country, thousands of schools, libraries and community centers participate by bringing together kids, teens and books, and you can too!

Help your school celebrate this wonderful literacy program for adults sharing a book with children.



www.nea.org/readacross



Next Generation Science Standards prepare students for a 21st Century World

Science, technology, engineering and math are the foundations for innovation. STEM-educated students find solutions to the many challenges faced by our nation and the world today.

In our increasingly complex, demanding and competitive 21st century world, students must develop the skills needed to succeed in the jobs of the future. The Next Generation Science Standards (NGSS) will change the way science is taught and learned in classrooms nationwide by fully engaging K-12 students in three essential dimensions—disciplinary core ideas, scientific and engineering practices, and crosscutting concepts—in a way that will deepen and strengthen their knowledge and skills in science.

California State PTA believes that to remain competitive in a global society, the U.S. has a responsibility to provide educational programs and support services to develop responsible, productive citizens for tomorrow. California State PTA works to support efforts to improve STEM education, enabling more students to acquire skills for access to higher education and employment in the 21st century workforce.

For more information on the Next Generation Science Standards, visit <http://www.nextgenscience.org/>.

For more information about California State PTA's resolution on STEM education, visit <http://www.capta.org/sections/advocacy/resolutions.cfm>.

PTA and Radio Disney bring 'Science Rocks!' to the Bay Area

In a unique partnership, California State PTA and Radio Disney are getting more than 7,000 elementary-school kids in the Bay Area excited about science through the dynamic educational Science Rocks program. By blending education and entertainment, the program raises awareness about science and science careers, and helps to make science “cool.” The program features a 45-minute school-wide assembly showcasing Radio Disney performers.

Science Rocks is being offered to 14 elementary schools this winter as part of a grant that California State PTA received.

“Right now, the U.S. education system does not prepare enough of our students with skills in science, technology, engineering and math (STEM) to help them compete for jobs in the 21st century, global workforce,” says California State PTA Vice President for Education Dianna MacDonald. “Science Rocks is a way to reach elementary students and help make science exciting for them.”

Additionally, the program offers a short classroom activity based on the principles illustrated in the assembly. It also increases parental awareness about the importance of encouraging and supporting their children's interest in science, technology, engineering and math with take-home materials.

“Parents and educators, in particular, need greater awareness about how important it is for students to advance their proficiency levels and become highly skilled in STEM fields,” says MacDonald. “At the conclusion of the program, our hope is that students will be more excited about science and see that science does in fact, rock!”



Radio Disney performers used games, demonstrations and break dancing to show students that Science Rocks! during a 45-minute school assembly.





So, what's the big deal with tax filing?

Filing tax forms isn't the main reason you got involved with PTA. But making sure your PTA submits all of the appropriate state and federal forms is vital. It helps your PTA continue supporting all the great programs at your school. And parents, school staff and the community know that your PTA's tax-exempt status is up-to-date, so their donations are tax-deductible.

Recently, California State PTA Treasurer Kathy Stevenson sat down with us and answered some of the most frequently asked questions we hear about the tax filing requirements.

PTA in California: So, what's the big deal with tax filing? Why is so much time being spent discussing it and why do we have to do it?

Kathy: Filing your tax forms on time is a requirement for all nonprofit organizations, not just PTAs. And in recent years, both the state Franchise Tax Board and the federal Internal Revenue Service (IRS) have added new requirements. While sometimes it may seem like just more paperwork to complete, the intent is to make sure that any organization claiming tax-exempt status and accepting charitable contributions has properly registered and reported information.

As PTAs, we have some great advantages because all PTAs fall under the state PTA's general exemption number. But it also means we all have a responsibility to preserve our good standing. Most importantly, by filing your forms, you'll protect your PTA and ensure that you can continue to raise funds to support all the great programs at your school and in your community.

PTA in California: One of the things that gets confusing as a unit leader are all the different state and federal ID numbers that our PTA has. Is there an easy way to keep those straight?

Kathy: Yes. Here are the specific tax identification numbers that every PTA is assigned or must have:

- Federal Tax Identification Number (FEIN)
- State Franchise Tax Board Identification Number
- Charitable Trust Number (through the California Attorney General's Office)
- If incorporated, a corporate number would also be assigned

These numbers are all located in your bylaws. You can also contact your District PTA to request a handy sheet with all of your PTA's numbers on it.

PTA in California: Cut to the chase then: What exactly does my PTA have to do?

Kathy: There are a few specific forms PTAs must complete.

At the state level, each year you must file a *199N* or *Form 199* with the Franchise Tax board, and a *Registration Renewal Form (RRF-1)* with the Attorney General's Charitable Trust Office.

At the federal level, you must file either a *990N*, *990EZ* or *990* each year.

That's it – three total forms each year.

The deadlines for these depend on when your PTA's fiscal year ends. Most PTAs are on a July 1 to June 30 fiscal year, but make sure to check, so that you can determine when your forms are due.

To help, state PTA and your district PTA have lots of resources. We have an area on our website (www.capta.org) with handy checklists and sample forms, and you can call our state office for additional assistance. Once you get the hang of it, it's actually very easy to meet the requirements – and your PTA and your students will be better off!

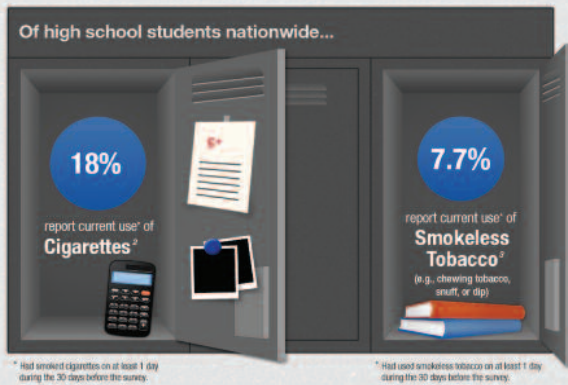
PTA in California: Is there anything else PTA leaders need to be aware of?

Kathy: If you receive ANY communication from the IRS or State Franchise Tax Board contact your district PTA immediately, and provide copies of the communication. Do not attempt to resolve an issue without contacting the district PTA first. Many times the district can provide additional guidance that will be a simple fix to the situation and may be able to prevent your PTA from paying fines.

PTAs can hire and pay for a tax professional to complete the required tax filings as well. It is important to find a tax professional familiar with filing tax returns for nonprofit organizations, specifically 501(c)3 organizations. You are not alone in figuring this out. Please don't hesitate to contact your district or state PTA with questions.




Facts about Teens & Tobacco Every Parent Needs to Know



Cigarette smoking accounts for an estimated **443,000** deaths per year*



Make time to talk to your kids today about the very real dangers of tobacco use & the benefits of living tobacco free.

FDA  Learn more at: www.fda.gov/TimeToTalk

References:
 1. Substance Abuse and Mental Health Services Administration (SAMHSA). Results from the 2011 National Survey on Drug Use and Health, NSDUJ. Table 4.10A. First Year Initiation of Substance Use among Persons Aged 12 or Older Who Initiated Use Prior to the Age of 18, by Gender. Numbers in Thousands, 2010 and 2011. Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality, 2011.
 2. Centers for Disease Control and Prevention. Youth Risk Behavior Surveillance – United States, 2011. MMWR 2012;61(No. SS-4):p. 15.
 3. Centers for Disease Control and Prevention. Youth Risk Behavior Surveillance – United States, 2011. MMWR 2012;61(No. SS-4):p. 15.
 4. Centers for Disease Control and Prevention. Smoking-Attributable Mortality, Years of Potential Disability, and Productivity Losses – United States, 2000–2004. MMWR 2008;57(44):11220–11228.
 5. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health, 2012.(p.8)

‘Be Tobacco Free’ tools available for PTAs and parents

Each day, more than 1,200 people in the U.S. die from smoking and more than 2,500 youths and young adults become regular smokers.

Although smoking is decreasing among youth, seven percent of middle-school students and 23 percent of high school students used some form of tobacco last year.

There is a new web site, BeTobaccoFree.gov, to help reduce the percent of students who smoke. It provides access to the best and most up-to-date tobacco-related information from across Health and Human Services agencies. This consolidated resource includes general information on tobacco, federal and state laws and policies, health statistics, and evidence-based methods on how to quit.

BeTobaccoFree.gov makes information accessible anywhere, anytime on any platform – from smart phone to tablet to desktop. The website’s unique social media dashboard, “Say it – Share it,” constantly provides real-time updates.

Health and Human Services has increased efforts to reduce tobacco use:

- The U.S. Food and Drug Administration created a national science-based tobacco product regulation program to reduce the impact of tobacco use on the nation’s health, especially among youth. For example, it is enforcing the ban on candy and fruit flavored cigarettes as well as other restrictions on tobacco products and marketing.
- The National Cancer Institute recently launched Quitpal, a free smartphone app to support smokers working to become smoke-free.
- The Surgeon General released its 2012 report *Preventing Tobacco Use Among Youth and Young Adults* which details the scope, health consequences and influences that lead to youth tobacco use and proven strategies that prevent its use. (www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html)

PTAs can review the results of their schools’ California Healthy Kids Survey to determine the incidence of smoking and tobacco use and can promote school district cessation programs for students and adults. PTAs can provide speakers for parents and teens on the addictive effects of smoking on the brain and lungs, and the lifelong benefits of quitting. PTAs can encourage the use of the apps and social media for prevention and recovery.

Visit www.BeTobaccoFree.gov for information on helping tobacco users quit and providing young people with information on avoiding or ending tobacco use.

Want to engage and empower more parents through your PTA?

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- 4 Buy-in from the principal is essential, (but not sufficient).** The principal plays a pivotal role in creating a culture of parent engagement on the campus. You should work closely with the principal to develop mutual approaches. Don't just tell the principal what you'd like to see happen to engage more parents, show how your PTA can partner with him or her to make it happen. At the end of the day, though, remember true parent engagement is bigger than any one principal or PTA president. Your goal should be building a school culture where all parents expect to be and are meaningfully involved, even when key individual leaders come or go.
- 5 Lastly, in everything you do as a PTA and at your school, meet parents and family members where they're at.** This is perhaps the most important single lesson we've learned from School Smarts: Your PTA must fit school involvement into the lives and realities of your parents and families, not the other way around. What does that mean? If you have parents who don't speak English with confidence, make sure you have interpreters at your events and meetings. If some parents work during the day, hold some meetings in the evening. If some parents can only attend an event if they can bring their young children, find a way to provide childcare. If your school program begins in the early evening, consider providing a light meal or snack to make it easier for parents to juggle their other responsibilities and attend. These may seem like basic steps, but sometimes we forget them – or else we dismiss these as “extras we can't afford.” But just like arts are part of the core curriculum for all students, meeting your parents where they're at is not an extra – it's part of the core of engagement.

I've met PTA leaders around the state and I know you and they are some of the most creative and committed people in the world. When you set your mind to finding a way, you make it happen. In many respects, that's the true power of PTA. So, when it comes to meeting parents and family members where they're at, even if it's challenging at first, don't just think it, do it – and your PTA and school will be successful.

After all, your PTA is perfectly positioned to bring parents from all backgrounds and experiences together with educators in a common cause – our children.

Now more than ever, California's children need your voice

Now, more than ever, California's children need your voice. You can be a part of the statewide effort to strengthen education, health and safety for all children by engaging in PTA's advocacy and legislative priorities.

Whether you're experienced in speaking up for children — or you are interested in learning about key issues and legislation so you can get more involved in your school, community and statewide — this year's PTA Legislation Conference is for you!

You can look forward to getting the latest information from legislators and key officials about the state of our schools, the status of education funding and other critical children's issues – and have a chance to get your questions answered. You'll also visit directly with the legislators who represent your community. If you're new to the process California State PTA will connect you with others so you can learn how to have more productive visits with your legislator.

Get involved and make a difference today!



Legislation Conference 2013

Registration now open!

February 25-26

Registration includes all conference activities, materials, lunch and dinner on Monday and lunch at the Capitol on Tuesday. Hotel reservations at the **Embassy Suites Hotel** located at **100 Capitol Mall** must be made separately.

For more information – and to register – go online to www.capta.org and click on “Legislation Conference 2013” on the homepage.

Don't be afraid to speak up for children

continued from page 3

In our schools, in our shopping centers and in all our communities, public safety trumps the right of anyone to have an assault weapon designed for the battlefield.

This is one of those defining moments that call for our elected officials to look beyond polls and into the faces of our children and keep them safe from harm.

More than 20 years ago, California State PTA called for the ban on assault weapons following the killings at an elementary school in Stockton. Then, a gunman opened fire with an AK 47 assault rifle on the playground of Cleveland Elementary School. Five children were killed and many others injured.

Today we renew that call – a call for limiting access to assault weapons and ammunition, a call for improved mental health services for our children and our communities, and a call for a closer look at how we keep our children safe at school.

Don't be afraid to speak up for children. Their future depends on you.

PTAEZ™ Accounting Online

PTAEZ™ is a web-based financial software package that has been tailored to meet the needs of California's PTAs. It's available exclusively to PTAs in California at a low annual subscription rate.

Try it FREE for a month at www.ptaez.org

Visit the **ALL NEW!** California State **PTA** **MERCHANDISE STORE**



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Go to <http://www.capta.org/sections/publications/> hit the blinking "Subscribe Now" link near the top of the page, and sign up to receive a wealth of free information for free.

Upcoming Events

March 2013

Arts Education Month

- 1 PTA & Common Sense Media Parent Education Award application deadline
- 15 Deadline to submit Student Board Member applications
- 31 Lucky 13 in 2013 Membership Challenge deadline
- 31 School Wellness Recognition Program applications due
- 31 Last day for convention discounted registration and hotel group rates

April 2013

- 15 Convention mail-in registration deadline
- 22 Earth Day
- 26 Convention online registration deadline

May 2013

- 2-5 114th California State PTA Annual Convention in San Jose
- 3 Jan Harp Domene Diversity and Inclusion Award applications due
- 6-10 Teacher Appreciation Week

* due in State PTA office

Update your bylaws electronically with PTA's

eBylaws

Learn more at www.capta.org

If you are no longer a PTA president, please forward this and all mailings immediately to your successor.

Articles appearing in this newsletter may be reprinted in PTA unit, council and district newsletters only. Please credit the California State PTA.

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The mission of the California State PTA is to positively impact the lives of all children and families by representing our members, and empowering and supporting them with skills in advocacy, leadership and communications.

Adopted October 2011

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