

How to Build an Award Winning PTA

April 21, 2018



Welcome and Introduction



National PTA News

- ▶ Official Back to School PTA Kit –
- ▶ Go to SCPTA website to order

SCPTA News

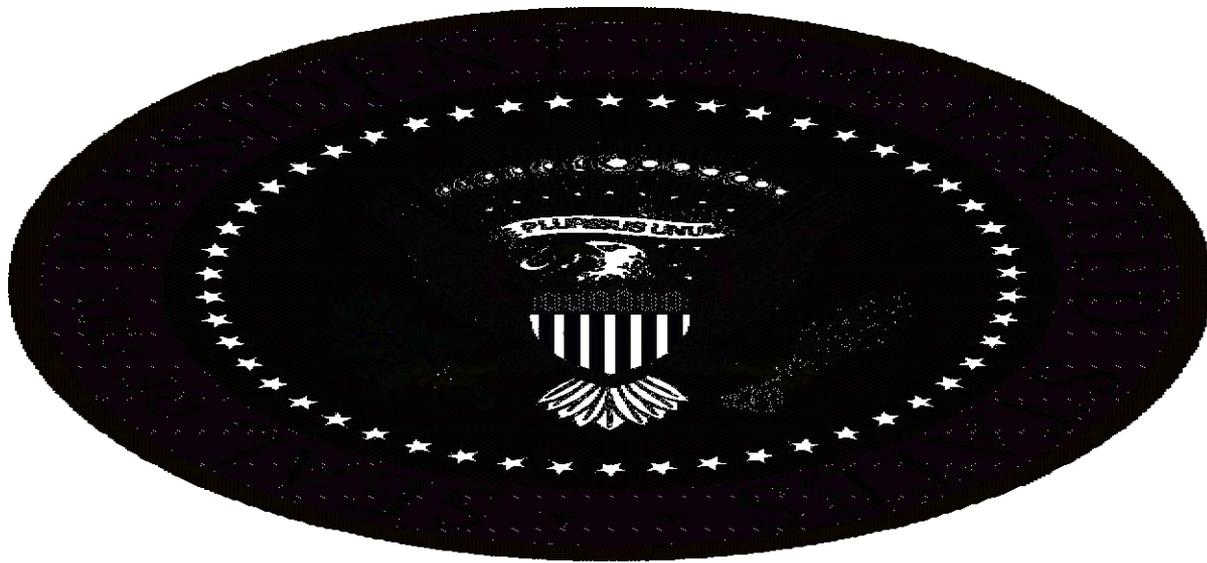
- ▶ Forms for various financial and membership report files are on the SCPTA website under PTA Leaders tab and “Forms” the Toolkit link is there as well.
- ▶ Membership reports are due in Oct., Dec., and March
- ▶ 100% membership will be based on the 10th day enrollment number for your school.

Resources for Local Units

Tools to Support PTA Leaders

- www.pta.org/activate
 - Back-to-School Kit
 - Membership@pta.org
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Being an Effective President



So, Now You Are a PTA President

- ▶ Your responsibilities: local, state, national
 - ▶ Pre-school start checklist
 - ▶ Finding volunteers
 - ▶ Setting your calendar
 - ▶ Setting your first general membership meeting
 - ▶ Making a budget and keeping records
 - ▶ Selecting a fundraiser
 - ▶ Working with your Principal
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President Back-to-School Checklist

- ▶ Have a board meeting soon –make an agenda!
- ▶ Develop a budget for board to approve, then membership, then send to SCPTA by 10/1
- ▶ Make sure secretary takes minutes
- ▶ Make a calendar
- ▶ Make sure financial review and tax returns are complete before signing signature cards
- ▶ DELEGATE! 😊
- ▶ Think about awards from the beginning

Meet With Your Principal

Regularly!!

Your PTA–Principal Relationship

- Understand your role
- Meet regularly with principal and plan
- NO SURPRISES!
Communicate
- Include principal in board meetings
- Get principal approval on every communication that goes to parents
- Understand your principal's decisions and respect them
- Publicly support
- Be professional
- Should communicate with you their concerns and priorities for the school
- Does not control the PTA budget; but the process should be hand-in-hand between PTA and Principal
- Should feel comfortable sharing reasons for decisions with you.
- Relationship should be positive and mutual respect shown
- Should expect your support once a decision has been

President

Principal

The effective PTA–Principal Relationship

- ▶ Develop school priorities together
 - ▶ Have regular meetings
 - ▶ NO SURPRISES! Principals should see everything that is going to parents.
 - ▶ Review the budget and calendar for PTA (while the principal doesn't have control over the PTA budget, you will be more effective if he/she is on board with your priorities)
 - ▶ Understand the roles you each play at school
 - ▶ Communication, communication, communication!
 - ▶ Respect your principal's decisions
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How to Write a Winning Award

- ▶ Think about awards at the beginning of the year.
 - ▶ When writing the awards, start with something attention-grabbing.
 - ▶ Stick to the topic!
 - ▶ Think about nominating someone who isn't always in the spotlight or has done something unusual.
 - ▶ Have someone proof them!
 - ▶ ENTER!
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Recruiting Volunteers

- ▶ Plan ahead by deciding on projects that you will be doing and decide how many volunteers you will need
 - ▶ Communicate what the time commitment and duties are (e.g. room coordinator v lunch bunch)
 - ▶ Utilize new technology such as volunteer spot or signup genius. They are free and help with sign ups and coordination.
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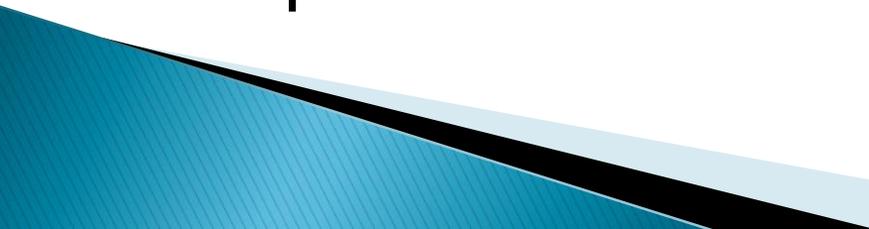
Reasons People Volunteer

- ▶ Because it benefits a loved one
 - ▶ They were asked
 - ▶ To set an example to a child or young person
 - ▶ To help students succeed
 - ▶ To gain skills/experience
 - ▶ To meet people and because they like being involved
 - ▶ To use their talents/gifts
 - ▶ Gives them a sense of purpose
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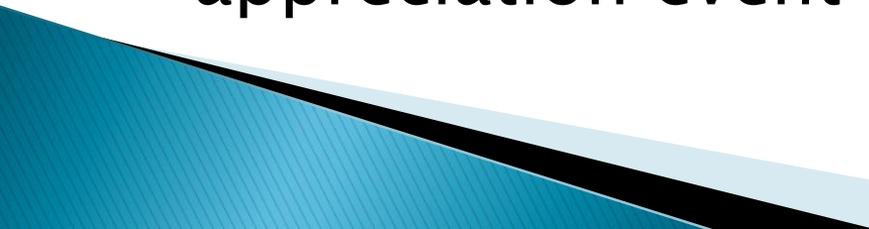
Reasons why Volunteers Stay

- ▶ They were well-trained or prepared for their volunteer job through good training
 - ▶ Someone asked about their volunteer experience
 - ▶ They felt appreciated and welcomed
 - ▶ They had a positive experience
 - ▶ They felt they made a difference
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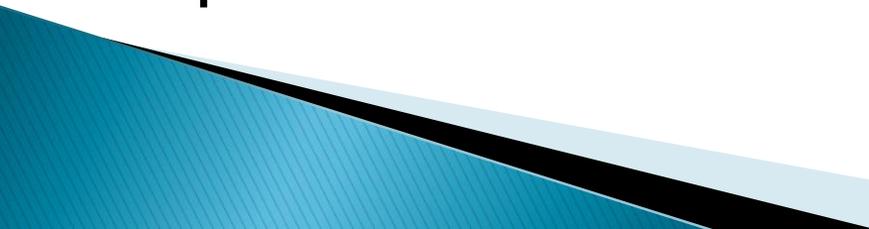
Importance of Volunteers

- ▶ Parent Involvement Increases student success
 - ▶ Higher grades, test scores and graduation rates
 - ▶ Better schools
 - ▶ Knowledge of the needs in the classroom
 - ▶ Increased student motivation because mom or dad or grandma is helping out in class or school
 - ▶ Kids understand school is important when parents show that volunteering at school is important.
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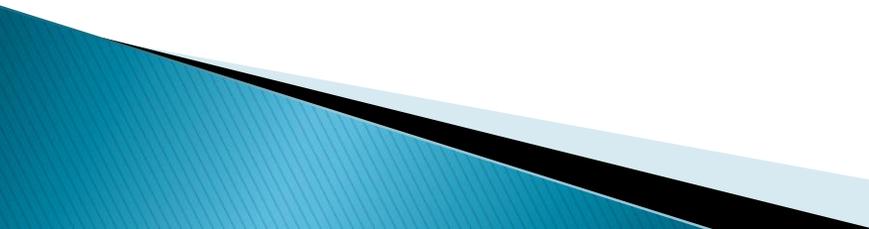
Types of Volunteers

- ▶ Room Coordinators – elementary
 - ▶ Grade Level Coordinators – middle/high
 - ▶ Special events – festivals; fundraisers
 - ▶ Ongoing events – after-school concessions; game night concessions
 - ▶ Teacher assistance activities: lunch bunch, reading tutor programs, sunshine math, copying, bulletin boards, field trips, etc.
 - ▶ Have a recruitment breakfast in fall and an appreciation event in the spring
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PTA Board Meetings

- ▶ Set an agenda
 - ▶ Board Meetings should not last longer than an hour
 - ▶ Committees should be established to review more complex issues; report back to the board with recommendations
 - ▶ Avoid committee-of-the-whole syndrome
 - ▶ Follow Roberts Rules of Order and parliamentary procedure. DO you have a parliamentarian.
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PTA Budgets and Finances

- ▶ Develop a budget for board approval; then general membership (best in Spring, okay by September)
 - ▶ Post the proposed budget prior to general membership meeting where it will be approved
 - ▶ Must have a recorded vote and filed with SCPTA by October (see dates to remember)
 - ▶ Stay on top of SCPTA deadlines and help your committee chairs and treasurer to do so.
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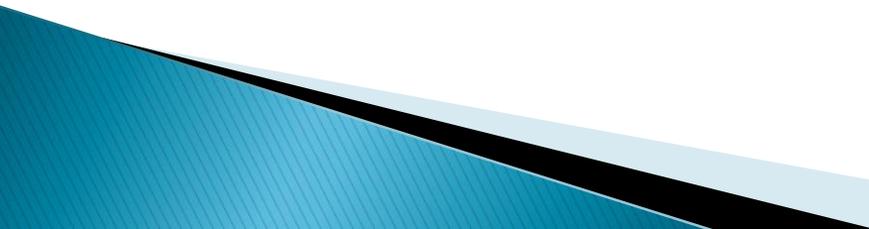
PTA Liability and Insurance

- ▶ Insurance – officer bond and liability insurance minimums
 - ▶ Be aware of what goes on at school – goes back to the principal relationship
 - ▶ Records retention rules (storage; rules)
 - ▶ Be familiar with all jobs that are critical
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Electronic Communication

- ▶ Facebook guidelines
 - ▶ PTA Websites / PTA page on school website
 - ▶ Student Directories (opt out provisions)
 - ▶ Effective ways to communicate (newsletters, e-blasts, e-mail distribution, etc.)
 - ▶ Other ideas
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PTA Ways and Means

- ▶ Always have two volunteers available to count and receipt money for deposit reconciliation
 - ▶ Buy a safe – preferably a fire rated, floor boltable safe.
 - ▶ Deposit money daily – no money should remain on campus overnight! Ever! District policy prohibits this and PTA should respect.
 - ▶ Consider “no work” bags when needed
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PTA Fundraising Guidelines

- ▶ Picking a fundraiser – what to be aware of
...review SCSOS guidelines for this
- ▶ Signing contracts with fundraisers
- ▶ Passive fundraising – Target, BiLo, Publix, BoxTops, etc.
- ▶ Communicating the fundraising objectives – what is the money being raised for at your school?
- ▶ Accounting for funds
- ▶ Successful fundraisers = parent support; realistic goals; relevant results (ends up helping the school academically)
- ▶ Direct donations to a “Friends of....” 501.c.3 and corporate matching programs

PTA Program Ideas

- ▶ Remember that for every 1 fundraiser you have as a PTA, you should have 3 programs for the general membership.
 - ▶ Types of programs – can be fun and family focused; can be educational.
 - ▶ A list of possible program ideas is in packet
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Advocacy Guidelines

“Guidelines for PTA and Legislative Issues”

District 1 PTA Handbook

Do's

- ✓ PTA's can lobby in support of or opposition to federal, state or local legislation.
- ✓ PTA's can conduct educational activities and prepare and distribute educational materials on legislation (articles in newsletters, flyers, etc.).
- ✓ PTA's can conduct public forums in an effort to educate its members regarding the details of a specific issue or piece of legislation (ex. PTA meetings or special workshops).
- ✓ PTA's can conduct public candidate forums but must see that all candidates are invited. This event cannot show any support or opposition to a specific candidate.

Don'ts

- ✓ PTA's cannot participate in political campaigns (written or verbal) in favor of or opposition to an individual candidate for public office.
- ✓
- ✓ PTA's cannot participate in political fund raising activities.
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- ✓ PTA's cannot distribute materials for or against a legislative issue through the students, or from carpool lines (but may at PTA meetings, regardless of where held).

Questions and Answers

