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
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
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
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
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
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!
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.
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
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
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.
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
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.
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.
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
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
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 bolttable 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
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
“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.
✓ 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