

This page intentionally left blank.

Welcome ..... 2

PTA Programs ..... 3

PTA National Standards for Family-School Partnerships ..... 8

Yearly Program Calendar ..... 9

Implementing PTA Programs ..... 10

Resources Available from National PTA ..... 25

Contact PTA ..... 26

## Welcome

---

Your role as PTA programs chair carries a good deal of responsibility, but it is also a wonderful position to have. You are about to embark upon an enriching, challenging, and fulfilling opportunity to support your community's school and children.

National PTA has created this guide to help orient you to your major areas of responsibility. It will help you gain a basic understanding of important concepts and familiarize you with resources that are available to your PTA.

As you are planning to implement your PTA's programs, spend a little time reading through this guide:

- Explore the information, tools, and resources available to you.
- Find out how your PTA can apply for grants and awards to support and expand the work you are planning for this school year.
- Learn how to develop partnerships to invite the community to support your school and community.

This guide supplements—but does not replace—the materials you receive from your state PTA. Many state PTAs have programs chairs that may be able to assist you with your planning efforts. Be in regular contact with these individuals to receive the most up-to-date information on funding opportunities and program resources from National PTA and your state PTA.

For more information on PTA programs and to download other tools and resources, go to **[PTA.org/programs](http://PTA.org/programs)**.

## PTA Programs

---

### Overview

---

National PTA provides programs for your PTA to use and implement at the local level. The programs allow your PTA to get involved in supporting important issues on education, health, and student well-being in your community.

For over a century, PTAs have been able to leverage their collective efforts to positively impact the education and health of millions of students across the country. PTA's accomplishments are significant.

Your efforts to plan and implement your PTA's programs will contribute to PTA's legacy and will help ensure that every child's potential becomes a reality.

PTA offers the following programs with the purpose of increasing family engagement and supporting the educational success, health, and well-being of all children. Along with each program, a suite of tools and resources are offered to support you and your PTA in implementing each program. In addition, National PTA staff are available to support your work by providing support and offering innovative ideas and best practices for your PTA to use.



### Frequently Asked Questions About Family Engagement

---

Furthering family engagement and parent involvement is at the heart of PTA's mission. While PTAs have often involved families through fundraisers or one-time events, to improve student success, family engagement activities must move beyond these events to build meaningful partnerships between families and schools.

#### PTA defines family engagement as:

A shared responsibility of families and schools for student success, in which schools and community-based organizations are committed to reaching out to engage families in meaningful ways and families are committed to actively supporting their children's learning and development. This shared responsibility is continuous from birth through young adulthood and reinforces learning that takes place in the home, school, and community.<sup>1</sup>

#### Why is family engagement important?

- More than 40 years worth of research have demonstrated that family engagement is essential to achieving student success. When parents play a positive role in their children's education, students perform better in school. Research shows that when parents are involved, students have better test scores and higher grades, enroll in higher level classes, attend school and pass their classes, develop better social skills, graduate, and go onto postsecondary education.<sup>2</sup>

<sup>1</sup> National Family, School, and Community Engagement Working Group

<sup>2</sup> Henderson, A., and Mapp, K. (2002). *A New Wave of Evidence: the Impact of School, Family and Community Connections on Student Achievement*. Austin, TX: Southwest Educational Development Laboratory.

- Effective parent involvement can be the great equalizer for students, contributing to their increased academic achievement regardless of parents' education level, ethnicity or socioeconomic background.<sup>3, 4</sup>
- Parent involvement is so significant that it has been shown to be equivalent to an extra \$1,000 in additional per-pupil spending, which can make a difference especially in underserved communities.<sup>5</sup>

### Featured PTA Programs on Family Engagement

---

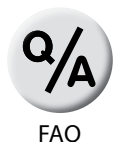
#### Phoebe Apperson Hearst Family-School Partnership Awards

National PTA recognizes and celebrates PTAs that demonstrate effective family engagement using PTA's National Standards for Family-School Partnerships (see page 8). Three levels of recognition are provided to PTAs:

- Outstanding Family-School Partnership Award—One \$2,000 award is given to recognize a PTA for exemplary implementation of the National Standards.
- Family-School Partnership Award of Excellence—Awards of \$500 are given to six local PTAs, each representing the best in one of the six National Standards.
- Family-School Partnership Award of Merit—Given to all local PTAs that apply.

#### PTA Take Your Family to School Week and Awards

During PTA Take Your Family to School Week, which occurs in February each year, PTAs host events and implement activities that welcome families into the school community. PTAs connect parents to their children's school experiences, create occasions for educators to build positive partnerships with families, and give kids fun ways to share what they're learning and doing in class. PTAs can apply for awards of \$1,897 to support their events.



### Frequently Asked Questions About Child Health and Nutrition

---

PTA's child health and nutrition program focuses on the connection between health lifestyles and student achievement by encouraging PTAs, schools, and families to eat healthy and be active together. This programmatic work also aims to engage families in promoting healthy eating habits and in being physically active in order to address the nation's childhood obesity epidemic.

3 Henderson, A., and Mapp, K. (2002). *A New Wave of Evidence: the Impact of School, Family and Community Connections on Student Achievement*. Austin, TX: Southwest Educational Development Laboratory.

4 One study found that increasing family involvement at early grades (K-5) is a stronger indicator for literacy development than ethnicity, the mother's level of education, and family income. Dearing, E., Kreider, H., Simpkins, S., and Weiss, H. (2007). Family involvement in school and low-income children's literacy performance: Longitudinal associations between and within families. *Journal of Educational Psychology*, 98(4), pp. 653-64.

5 Hountenville, Andrew J. and Karen Smith Conway. (2008). Parental effort, school resources, and student achievement. *The Journal of Human Resources*, XLIII.

### Why are child health and nutrition important?

- Currently, one third of American children and youth are either obese or at risk of becoming obese.<sup>6</sup>
- Increased access to high-calorie, good-tasting and inexpensive foods, along with more sedentary lifestyles has contributed to the rising increase in childhood obesity.<sup>7</sup>
- The reduction and elimination of recess during the school day in as many as 40% of U.S. school districts have limited the amount of physical activity that students have throughout the day.<sup>8</sup>
- The obesity epidemic is so great that it may not only decrease quality of life with the onset of diabetes, heart disease, and other chronic diseases, but also may reduce the life expectancy of today's generation of children.<sup>9, 10</sup>
- Findings consistently show that obesity is often associated with poor levels of academic achievement.<sup>11</sup>

### Featured Programs on Child Health and Nutrition

---

#### PTA Healthy Lifestyles

PTA Healthy Lifestyles promotes nutrition and physical activity in order to address the nation's childhood obesity epidemic. This national program emphasizes the important role families can play in keeping their children healthy and ready to learn. In celebration of PTA Healthy Lifestyles Month each November, National PTA offers PTA Healthy Lifestyles Grants of up to \$1,000 to local PTAs. The grants support PTA efforts to engage schools and families in:

- Increasing access to and awareness of healthy foods
- Increasing physical activity for students and families
- Providing healthier foods in schools
- Engaging and training family and community members in promoting physical activity and healthy eating habits

6 Institute of Medicine. "Progress in Preventing Childhood Obesity: How do we Measure Up?" September 2006. Accessed 5 February 2010. <http://tinyurl.com/2ds9ygr>

7 U.S. Department of Health and Human Services. *The Surgeon General's Vision for a Healthy and Fit Nation*. Rockville, MD: U.S. Department of Health and Human Services, Office of the Surgeon General, January 2010.

8 Robert Wood Johnson Foundation. *State of Play: Gallup Survey of Principals on School Recess*. Princeton, NJ: Robert Wood Johnson Foundation, February 2010.

9 U.S. Department of Health and Human Services. *The Surgeon General's Vision for a Healthy and Fit Nation*. Rockville, MD: U.S. Department of Health and Human Services, Office of the Surgeon General, January 2010.

10 Institute of Medicine. "Local Government Actions to Prevent Childhood Obesity." September 2009. Accessed 5 February 2010. <http://tinyurl.com/2cn7fjz>.

11 Taras, Howard, and William Potts-Datema. (2005). Obesity and student performance at school. *Journal of School Health* 75(8).



### Frequently Asked Questions About Student Success and Engagement

---

Given the important role that parents and families can play in supporting student achievement, PTAs can play a meaningful role in supporting programs and activities that encourage their academic success and positive development. The arts play an important role in engaging students and supporting their academic achievement.

#### Why are the arts important?

- In a well-documented national study, researchers found students with high arts involvement performed better on standardized tests than students with low arts involvement. Moreover, the high arts-involved students also watched fewer hours of TV, participated in more community service, and reported less boredom in school.<sup>12</sup>
- Multiple studies have shown that increased years of enrollment in arts courses is positively correlated with higher SAT verbal and math scores. High school students who take arts classes have higher math and verbal SAT scores than students who take no arts classes.<sup>13</sup>

### Featured Programs on Student Success and Engagement

---

#### PTA Reflections

During its 40-year history, the Reflections Program has encouraged millions of students across the nation and in American schools overseas to explore their artistic talents. The program offers students the opportunity to create works of art for fun and recognition. Students in preschool through grade 12 are encouraged to submit works of art in six arts areas: dance choreography, film production, literature, musical composition, photography, and the visual arts.

Last year, more than 500,000 students participated in the Reflections Program through their local PTAs. These student winners go on to compete at the district/regional and state levels, with the best-of-the-best entries going to National PTA to be considered for of a national Reflections award. Each year, PTA gives the following awards at the national level:

- 6 Outstanding Interpretation Awards—in each arts area
- 3 Awards of Excellence—in each grade division in each arts area
- 5 Awards of Merit—in each grade division in each arts area
- Honorable Mention—any entry that reaches the national level

---

12 Catterall, James S. (2002), "Involvement in the Arts and Success in Secondary School." In R. Deasy (Ed.), *Critical Links: Learning in the Arts and Student Achievement and Social Development*, Washington, DC: AEP.

13 2005 College-Bound Seniors: Total Group Profile Report, The College Board, 2005, Table 3-3; SAT Scores of Students Who Study the Arts: What We Can and Cannot Conclude about the Association, Kathryn Vaughn and Ellen Winner (Fall 2000).

### Reflections Theme Search

PTA Reflections adopts a new theme each year that students use to inspire their Reflections entries. National PTA puts out a call each year through the Reflections Theme Search contest to identify the theme for an upcoming year. The student who submits the winning entry receives \$100 and his or her theme is presented at the next National PTA Convention. Entries are submitted through the state PTA office.

### Mary Lou Anderson Reflections Arts Enhancement Grant Program

The Mary Lou Anderson Reflections Arts Enhancement Grant Program is designed to implement student-centered programs focused on arts education. Grants of up to \$1,000 are given to PTAs through a competitive grant process to establish or enhance arts programs in one or more arts areas that include visual arts, photography, music (including dance), and literature (including theater).

The program enhances arts education for students in the classroom or other learning environments through the introduction of new technologies, techniques, or methods; visiting artists; or other activities. Preference is given to applications that serve at-risk youth.



LINKS

### Program Resources

---

National PTA provides tools, resources, and best practices for PTA programs online at [PTA.org/programs](http://PTA.org/programs).

## **PTA National Standards for Family-School Partnerships**

---

Since the inception of the National Standards for Parent/Family Involvement Programs in 1997, PTAs have been working hard to raise awareness about the National Standards and the positive impact family involvement can have on student success.

In 2007, the Standards were revised to expand the focus of PTA's work—promoting not only what schools can do to involve parents, but what schools, parents, and communities must do in partnership to support student learning.

PTAs play an important role in promoting family engagement in schools and communities. The standards below can be used by PTAs as a framework for thinking about, structuring, and assessing family engagement in your communities.

### **PTA National Standards for Family-School Partnerships**

---

**Standard 1: Welcoming all families into the school community**—Families are active participants in the life of the school, and feel welcomed, valued, and connected to each other, to school staff, and to what students are learning and doing in class.

**Standard 2: Communicating effectively**—Families and school staff engage in regular, two-way, meaningful communication about student learning.

**Standard 3: Supporting student success**—Families and school staff continuously collaborate to support students' learning and healthy development both at home and at school, and have regular opportunities to strengthen their knowledge and skills to do so effectively.

**Standard 4: Speaking up for every child**—Families are empowered to be advocates for their own and other children, to ensure that students are treated fairly and have access to learning opportunities that will support their success.

**Standard 5: Sharing power**—Families and school staff are equal partners in decisions that affect children and families and together inform, influence, and create policies, practices, and programs.

**Standard 6: Collaborating with community**—Families and school staff collaborate with community members to connect students, families, and staff to expanded learning opportunities, community services, and civic participation.

#### **How to Use the Standards**

The Standards are most effective when they are used to guide the development of PTA family involvement programs, practices, and policies in partnership with school staff and when possible, community members. Schools can't increase family involvement and student success alone, and neither can PTA. Organizing work according to PTA's National Standards also helps reenergize members and refocus everyone on the common goal: student success.

#### **National Standards Resources**

---

Helpful tools and resources are available online to help you use the National Standards at **[PTA.org/programs](http://PTA.org/programs)**.



LINKS

## Yearly Program Calendar

---

### July

- Reflections web galleries launch

### August

- Celebrate Back to School

### September

- Healthy Lifestyles Grant applications due to National PTA
- Mary Lou Anderson Reflections Arts Enhancement Grant winners announced
- Start planning for Take Your Family to School Week in February

### October

- Healthy Lifestyles Grant winners announced

### November

- Celebrate Healthy Lifestyles Month
- Take Your Family to School Award applications due

### December

- Reflections theme search submissions due to National PTA
- Plan to apply for the Phoebe Apperson Hearst Family-School Partnership Awards
- Take Your Family to School Award winners announced

### January

- Phoebe Apperson Hearst Family-School Partnership Awards application available
- Plan to apply for the Mary Lou Anderson Reflections Arts Enhancement Grants
- Announcement of the Reflections theme search winner (January/February)

### February

- Mary Lou Anderson Reflections Arts Enhancement Grant application available
- Announcement of the Reflections theme search winner (January/February)
- Celebrate Take Your Family to School Week
- Celebrate PTA Founders Day

### March

- Phoebe Apperson Hearst Family-School Partnership Awards application due to National PTA
- Reflections rules updates available
- Start planning for Teacher Appreciation Week in May
- Start planning Your Reflections Program for next year
- Start planning your Back-to-School events for next year

### April

- Plan to submit a Healthy Lifestyles Grant application
- Phoebe Apperson Hearst Family-School Partnership Awards winners announced
- Reflections national judging

### May

- Mary Lou Anderson Reflections Arts Enhancement Grant application due to National PTA
- Reflections national winners announced
- Healthy Lifestyles grant application available online
- Celebrate Teacher Appreciation Week

### June

- National PTA Convention

### Implementing PTA Programs

---



STEP BY  
STEP

#### Steps for Creating and Implementing a PTA Program

---

Use this section to assist you in developing and implementing your PTA's programs. It contains the key steps to design, deliver and evaluate your program.

#### 1. Identify School and Community Needs

Effective program planning is informed by the needs, wishes, and desires of the beneficiaries of the programs. Students, parents, teachers, school administrators, and community members all need to be heard.

Assess needs by conducting a community needs assessment or survey, holding focus groups, and/or talking with representatives of each group of stakeholders. In addition, review the data available at the national, state, and local levels to better understand the need you identified in your community. Then, gather the results and share them with the stakeholders who will work with you to implement the program.

**Determine how the program incorporates the PTA National Standards for Family-School Partnerships.** The National Standards will help you determine what kinds of programs your school needs most. Consider these questions:

- How family-friendly is your school? (Standard 1)
- Does your school keep all families informed about important issues and events in a format (including multiple languages) that all families can access and understand? (Standard 2)
- How closely are your school's family and community involvement programs and practices linked to student learning? (Standard 3)
- How well does your school support parents as advocates? (Standard 4)
- Do all families feel they have a voice in making decisions that affect their child's education? (Standard 5)
- Do your PTA and school work closely with community organizations? (Standard 6)

Use the Family-School Partnership Action Plan sample and template on the following pages to help integrate the National Standards into your programs.

## Family-School Partnership Action Plan – Sample

**School/Location:** Roundtree Elementary School, Anytown, State      **Year:** 2010–2011 school year

**Lead Person(s):** Frank Johnson, Standard 1 action team leader

**Standard:** Welcoming All Families into the School Community (Standard 1)

**Goal(s):** 1. When families walk into the school building, they feel the school is inviting and is a place where they “belong.”  
 2. The school’s policies and programs reflect, respect, and value the diversity of the families in the school community.

**Results (How will you know when your school reaches this goal? What does success look like?):** More families are participating in school-sponsored events; parents and teachers report increased communication between home and school; increase in volunteer hours; increased presence of principal during student drop-off and pick-up; improved student attendance/decrease in tardiness and absences.

Activities, Practices, Policies	Persons Responsible, Including Lead(s)*	Timeline	Resources and Funding (What do you need and who can supply it?)	Evaluation (How will you determine whether the activity achieved its desired effect?)
1. Hang welcome signs in all the languages spoken in the homes of the students.  2. Work with the art, social studies, or history teachers to organize a classroom activity in which students make state and national flags representing their heritages; hang the flags in the school.  3. Create reception area by school office for parents and other visitors, with comfortable chairs, reading materials, and access to coffee, tea, and water.	School staff member, parents/family members  School staff member, parents/family members Coordinate with art/social studies/history teachers  School office staff, parent/family member, community member Coordinate with PTA fundraising chair	Start Aug. 1; Done by 1st day of school  Talk to teachers at start of school year; Create flags as fits with curriculum; Host event to unveil flag display  Launch plan at start of school year; Funds by Nov.; Complete by start of 2nd semester	Translators—bilingual or multilingual volunteers Signs—\$___ from PTA/school funds; discount or donation from local print/copy shop  Art supplies—\$___ from PTA/school funds, donations from community businesses/organizations Place to hang flags—e.g., cafeteria, multipurpose room, library, gym, halls  Furniture/accessories—\$___ raised in special fundraiser, or furniture donated by families/businesses Space—near front office Beverages/cups/napkins—\$___ from PTA funds; prepared by office staff	Applicable to all activities: • Feedback (formal end-of-year survey and informal comments) from family and community members • Improved family and community perception of the school • Increased presence of parents and family members in the school • Increased participation of families in school and PTA events

<p>4. Offer a wide range of volunteer opportunities—in classrooms/school, for PTA programs, and at home.</p> <p>5. Create a school policy that ensures that all families are able to participate in school activities/events, regardless of their ability to pay.</p> <p>6. Host at least two school events (fun or informational) each semester at community locations to increase access/participation.</p>	<p>School staff member, teacher representative, parent/family member, community member Coordinate with PTA volunteer coordinator</p> <p>School staff member, parents/family members, community member Coordinate with principal (or designee), PTA fundraising chair</p> <p>School staff member, parents/family members, community member Coordinate with principal (or designee), PTA programs chair</p>	<p>List ready to go at Back-to-School night; Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Training for volunteers, depending on opportunity—PTA/school/community leaders</p> <p>Funding to cover activity costs for all parents, or parents unable to pay—PTA fundraising (specify)</p> <p>Space—commitments from community partners (e.g., library, community center, neighborhood place of worship)</p>	
---	---	--	--	--

\* When filling out this action plan, be sure to record the names—not just titles—of the persons responsible. The descriptors given here are suggestions as to which stakeholders should be represented. The persons listed here will likely form the action team for the standard. Be sure to designate one person to be the lead on each activity.

## Family-School Partnership Action Plan – Template

School/Location: \_\_\_\_\_ Year: \_\_\_\_\_  
 Lead Person(s): \_\_\_\_\_  
 Standard: \_\_\_\_\_  
 Goal(s): \_\_\_\_\_

Results (How will you know when your school reaches this goal? What does success look like?): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Activities, Practices, Policies	Persons Responsible, Including Lead(s)	Timeline	Resources and Funding (What do you need and who can supply it?)	Evaluation (How will you determine whether the activity achieved its desired effect?)

### 2. Define the Scope of the Program

To plan a program efficiently, a PTA must first define the scope of the program. Ask yourself the following questions:

- How will this program impact the identified need? What actions will PTA take to implement this program?
- Where should the program be implemented to achieve the greatest impact? What are the demographics of the area?
- Will this be a one-time event or a sustained program? (See page 16 for tips on planning an event.)
- Are there opportunities to integrate new or innovative approaches into this program?
- What partners are needed to make this program a success?
- How will this program increase parent involvement or family engagement? How will the program use PTA's National Standards for Family-School Partnerships?
- How will this program support student success?
- Do sufficient resources exist to implement the program? If not, how can they be obtained?

### 3. Establish Goals and Outcomes

The program planning committee should define clearly what a program is designed to accomplish. Such a foundation will help build support for the program and make it possible to evaluate the program's success.

- Formulate goals that are S.M.A.R.T.:
  - Specific – The goal is focused and specific on the program.
  - Measurable – The goal contains a clear, measurable outcome.
  - Attainable – The goal can be accomplished realistically.
  - Relevant – The goal is relevant to your PTA and community,
  - Time-Bound – The goal specifies a time frame in which the program will operate or see results.
- Put each goal in writing and share it with the PTA leaders, PTA membership, and school principal. Better yet, involve them in the goal-setting process to facilitate buy-in and support of the program.
- Revisit the goals along the way; throughout the planning and execution of the program, stop to check whether you are on track to meet the goals.



TIP

#### Planning Tips

- Develop your plan early on to measure the changes in knowledge, behavior, and/or attitudes as a result of your program on students, parents, or families (e.g. pre and post survey).
- Don't forget to estimate how many children you expect to serve through this program and the number of volunteers and volunteer hours needed to implement the program.

#### 4. Develop a Timeline

It is helpful to work with your committee to establish a timeline for the implementation of the program. After you have reached consensus on what the program will look like, sit down with your team to list out the deliverables and deadlines that will be required to make your project a success. In addition, it is helpful to identify the person who will be responsible for each deliverable on the timeline to establish clear roles and responsibilities for everyone involved.

**Establish Clear Expectations.** Whether the program is an ongoing initiative or a one-time event, make sure that the program plan is detailed and that everyone who has a role to play feels “in the know.” Set clear expectations for the program planning committee regarding the plan, the timeline, and the resources the PTA will commit to the program. In addition, be sure to define roles and responsibilities for volunteers clearly.

#### Sample Timeline

**Project:** One-Time Event \_\_\_\_\_ **Date:** November 15 \_\_\_\_\_

Activity	Persons Responsible	Deadline
Meet with principal to get his or her support and involvement for event	PTA president and PTA programs chair	September 20
Confirm date of event	PTA president, PTA programs chair, PTA board members, school leadership	September 25
Recruit volunteers	PTA programs chair and PTA president	September–October
Secure event meeting space	PTA programs chair	October 10
Design promotional materials	PTA communications chair	October 15
Order supplies	PTA programs chair and PTA treasurer	October 20
Order refreshments	Volunteer	October 30
Train volunteers	PTA programs chair	November 10
Promote event	PTA programs chair and PTA communications chair	October–November
Execute event	All	November 15
Submit report to PTA Board of Directors with results from event	PTA programs chair	December 1



### 5. Create a Budget

Even though some individuals, organizations, and businesses in the community may be willing to donate many of the items you need to run a program, you still need to estimate how much the program will cost. Not only will this information be useful in soliciting donations, but also it will help in allocating monies from your PTA treasury for items not donated and keep you on track financially.

#### **Budget Worksheet**

A sample budget worksheet and template are provided on the following pages to help you account for the costs of implementing a program or an event. Remember, one size does not fit all. Budgeting for a one-time Math Night will be different from budgeting for a year-round parent involvement training or planting and maintaining a community garden.

#### **Secure Support and Resources**

Effective program planning will require volunteer time, and may require financial resources, equipment, information to distribute, etc. Some programs will require the help of school staff. During the planning process, determine what resources you need to conduct your program, and secure commitments before the planning is finalized. If you are unable to secure the resources you need, adjust the program plans accordingly. Be specific when you invite businesses and community organizations to participate. You may ask for their time, their products, or a donation of funding, food, or equipment.

#### **Developing Sponsorships**

Annual membership dues are the primary source of funds for PTAs; some PTAs are able to do excellent work with no financial resources other than their dues. However, special projects and programs may require additional funds. If dues are not sufficient to finance a PTA's work, supplementary funds may be raised within the context of the mission and purposes of PTA.

#### **Sponsorship vs. Endorsement**

Corporate sponsorship is a funding mechanism by which a commercial concern provides cash, products, or know-how to a charitable or educational organization in return for an acknowledgment of thanks. The acknowledgment of thanks generally takes the form of public recognition for the sponsor's support.

Corporate sponsorship activities stand in contrast to endorsement activities, in which charitable or educational organizations endorse the products or services of commercial concerns.

In return for sponsorship, a PTA may thank the sponsor for its contribution; the thank-you may be in writing or on posters, banners, or other appropriate media. The written acknowledgment must be limited to an expression of thanks and can list identifying information for the sponsor. The acknowledgment can never make a qualitative judgment regarding the sponsor or its product, and it cannot request that people patronize the sponsor or buy its products; otherwise, the sponsorship payment will be subject to federal income tax.

Another source of funding can be generated from foundations. These funding sources could be available if the PTA is planning something that aligns with the goals of the foundation and can show measurable results beyond the number of participants. For example, if a PTA is seeking funding to increase student access to the arts, a foundation with similar interests may want to support those efforts. Foundations are less concerned about public recognition and more concerned about impact.

## Sample Budget Worksheet

**Project:** Six-Week Parent Training

Item	Budgeted Cost	In-Kind or Monetary Contribution / Sponsor
<b>Contracts / Consultants</b>	--	--
<b>Travel and Transportation</b>	<b>\$600</b> Transportation to pick up attendees from under-served communities (\$100 per session x 6 sessions)	
<b>Materials and Supplies</b>	<b>\$150</b>	
<b>Printing and Publications</b>	<b>\$50</b> Promotional fliers <b>\$200</b> Participant training materials	<b>\$200</b> Cost/service donated by local office supply store
<b>Food and Beverage</b>	<b>\$300</b> Refreshments for training (\$50 per session x 6 sessions) <b>\$50</b> Refreshments for volunteer recruitment meeting <b>\$100</b> Lunch to train the trainers	<b>\$50</b> Donated by PTA president <b>\$100</b> Lunch donated and prepared by PTA member
<b>Facility Rental</b>	<b>\$600</b> Room rental fee (\$100 per session x 6 sessions)	
<b>Equipment</b>	<b>\$400</b> Projector <b>\$1200</b> Laptop	
<b>Other Direct Costs</b>	<b>\$300</b> Child care (\$50 per session x 6 sessions) <b>\$30</b> Incentives (\$5 each x 6 incentives)	
<b>TOTAL</b>	<b>\$3,980</b>	<b>\$350</b>

**Budget Worksheet Template**

Project: \_\_\_\_\_

Item	Budgeted Cost	In-Kind or Monetary Contribution / Sponsor
<b>Contracts / Consultants</b>		
<b>Travel and Transportation</b>		
<b>Materials and Supplies</b>		
<b>Printing and Publications</b>		
<b>Food and Beverage</b>		
<b>Facility Rental</b>		
<b>Equipment</b>		
<b>Other Direct Costs</b>		
<b>TOTAL</b>		

### 6. Promote Your Program

A promotion plan serves as a roadmap for how you'll inform members and potential members about your activities and achievements. Following are steps to take to create a promotion plan:

#### A. Conduct a program analysis

- What do your members want/need/expect from your PTA?
- What programs have been successful (and less successful), and why?
- What will motivate people to support your program, and what might prevent them from doing so?
- What resources (money, volunteers, etc.) do you have to promote this program?

#### B. Choose a promotion strategy

- Always keep in mind your target audience—who they are will determine what promotional methods are most appropriate.
- Popular avenues of promotion include meeting announcements, newsletters, school marquees, local advertising, electronic mailings, and press releases.

#### C. Create an action plan

- Outline what will be done, when it will begin and be completed, and who is responsible
- You may have an action plan for each individual program you are promoting, or consider creating a comprehensive calendar to avoid excessive overlapping of program promotions.

**Sample Promotion Plan**

---

**Situation Analysis**

ABC PTA would like to increase participation in the back-to-school event, and increase the number of member sign-ups. A survey of parents revealed the following opinions about our back-to-school event:

- More parents would attend the event if held on a Friday evening (parents too busy on weeknights and Saturdays).
- Parents and volunteers appreciate food items being offered (even if for purchase).
- If entire families can attend, parents don't need to find child care.
- Event invitations, as well as general information about the school, PTA, and volunteering opportunities, need to be available in Spanish.
- Volunteers indicated that shorter work shifts during the event allowed them to participate more and made the event more enjoyable.

**Back-to-School Goals**

- Host an orientation event for faculty and school families on September 17 at 7:00 p.m.
- Increase attendance of event by at least 10 percent over previous year.
- Offer food items (pizza slices, salads, and drinks) for purchase for no more than \$5 per person.
- Double the number of volunteers working the event in order to have shorter work shifts.
- By September 5, create a new multicultural committee with bilingual parents and school staff to assist with translations, communications, and invitations.
- Renew commitments from past local business sponsors, and find two new sponsors, to donate goods or services to the event.

**Promotion Strategies**

- Evaluation of past promotion methods has revealed that newsletters and take-home fliers have been successful; a new suggested method involves enlisting a team to personally call all new families with a welcome and event invitation.
- Produce fliers, articles, posters (for local merchants), and other advertisements—in English and Spanish.
  - Deadline for fliers (person responsible for distribution): \_\_\_\_\_
  - Deadline for articles (person responsible for distribution): \_\_\_\_\_
  - Deadline for posters (person responsible for distribution): \_\_\_\_\_
  - Deadline for invitations (person responsible for distribution): \_\_\_\_\_
  - Deadline for press releases (person responsible for distribution): \_\_\_\_\_
- Form an event committee and publicity team, and invite school staff to take part.



TIP

### Tip: Sample Communications Tactics

---

- Print information in the school or PTA newsletter.
- Post information on the school or PTA website.
- Make personal telephone calls.
- Ask the principal to spread the word in classroom visits, staff meetings, and other communications.
- Advertise in the newspaper.
- Post announcements at the school, local library, grocery stores, banks, etc.
- Circulate fliers in the community.
- Arrange for public service announcements on local radio and TV stations.



TIP

### Tip: Develop Spokesperson and Media Lists

---

Create a list of people who can speak on behalf of your PTA (for media interviews, guest speaker opportunities, etc.); make sure you have contact information to go with those names. Also maintain a list of local press members; this information can be obtained from media directories at your library, or by calling local TV and radio stations and newspapers. Build relationships with reporters, and learn their deadlines. Don't forget to work with communications and PR chairs at your state and council PTAs, too!

## 7. Evaluate Your Program

It is important to define and be able to articulate the impact that your particular program had given the time, treasures, and talents that your PTA invested in that program. It is also important to be able to share the outcomes of the program with the project's funders, partners, volunteers, and other stakeholders in the community; doing so shows your follow-through and commitment to the program by your PTA. Additionally, most funders and partners expect to see a report that details how their support (whether financial or in-kind) led to positive changes within your community. It is important to show both quantitative and qualitative information to document your success.

### Program Review

Begin by reviewing the goals that were set for the program and ask yourself the following questions:

- Were there any challenges faced in planning or implementing the project? What lessons did you learn from managing these challenges?
- How did you measure the effectiveness of your activities (e.g. evaluation to find out if parents learned something new from your project, pre- and post-test survey, etc.)? What did you find?
- Did parents, families or students demonstrate changes in knowledge, behavior, and/or attitudes as a result of the program?
- Were any new or innovative approaches used to implement your program?

- How were sponsors, partners and other community stakeholders involved in the program? Did they feel that their contributions were meaningful?
- Did the program receive any press coverage? Be sure to keep any news clippings on file to have a visual representation of your success.

### Budget Reporting

It is essential that you are able to report back to the funders of this program, including your own PTA unit, regarding how the funding contributed was spent:

- How were the grant dollars used to support the project? How did your spending compare with your proposed budget? Did you expend the funds consistent with what you proposed?
- Were additional funds (e.g. sponsor) or in-kind support (e.g. donation of supplies) used during project implementation?

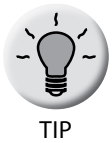
### Output (Results)

Documenting results is critically important to show the meaningful impact that your program had on your school and/or community. Key outputs that you should consider keeping on file include:



CHECKLIST

- The number of children (ages 0–18) served through the project
- The number of hours contributed by PTA leaders/members to plan and execute the project
- The number of people who participated in the project (e.g. 500 parents and children attended the event from the community)
  - Were the attendees representative of your school's population?
  - Did you attract new segments of your school's parent population in planning or executing your project (ethnicity, English language learners, fathers, working parents, etc.)?
- The number of people who joined PTA as a result of the project



### Tip: Use the National Standards for Reporting

---

As you conclude your reporting, reflect on the integration of parent involvement and family engagement within the program that was implemented. The PTA National Standards for Family-School Partnerships provide an easy framework for you to think about how your program helped improve family engagement in your school or community:

**Standard 1**—Were families active participants in the life of the school, and did they feel welcome in the school or community?

**Standard 2**—Were families made aware of important issues and events, and did they communicate regularly with their child’s teachers?

**Standard 3**—Did families and school staff collaborate to support student learning and healthy development at home and at school?

**Standard 4**—Were families empowered to be advocates for their own child and other children?

**Standard 5**—Were families and school staff equal partners in decision-making that affected children and families?

**Standard 6**—Did families and school staff work with community organizations, businesses, and non-profit organizations?

## Resources Available from National PTA

---



LINKS

National PTA produces resources for your PTA's use. Please find below a sample of the resources available. Tools and resources can be found online at **PTA.org/programs**.

### Family Engagement

- PTA National Standards for Family School Partnerships Implementation Guide
- National Standards for Family School Partnerships Assessment Guide
- The Power of Partnerships Family Survey
- Information on how to apply and descriptions of past winners of the Take Your Family to School Week Awards and Phoebe Apperson Hearst Family School Partnership Awards
- Information and resources for Three for Me, an easy way to get families involved in your PTA
- Back to School Central—Advice for getting your children ready for the new school year
- Downloadable tools and resources for PTA Teacher Appreciation Week
- E-Learnings on using the PTA National Standards for Family School Partnerships

### Child Health and Nutrition

- *PTA Healthy Lifestyles: A Parent's Guide*
- *PTA Healthy Lifestyles* Health and Wellness Facts (posters for ages 2–3, 4–8, 9–13, and 13–18)
- Tips and ideas to apply for the PTA Healthy Lifestyles Grant
- Sample proposal and sample budget for a PTA Healthy Lifestyles Grant

### Student Success and Engagement

- Tools and e-learnings to help you implement Reflections in your school
- Artwork from previous Reflections national winners
- Downloadable tools to promote Reflections

Visit **PTAreflections.org** for more tools, resources, and information.

### Contact PTA

---



CONTACT

Contact your state PTA or National PTA for guidance, support, and answers to questions.

The National PTA Programs Department works to build and sustain effective programs for PTAs and to provide training and technical assistance to PTA units, as needed, in order to implement these programs. There are content experts on staff who can assist you in your program planning efforts.

#### **National PTA Headquarters**

1250 N. Pitt Street  
Alexandria, VA 22314

Toll-Free: (800) 307-4PTA (4782)

E-mail: [info@PTA.org](mailto:info@PTA.org)

Website: [PTA.org](http://PTA.org)

#### **State Offices**

---

Find a web directory of all PTA state offices at [PTA.org/States](http://PTA.org/States).





This page intentionally left blank.



**National**  
**PTA**<sup>®</sup>

*everychild.onevoice.*<sup>®</sup>

**PTA.org**  
**info@PTA.org**  
**(800) 307-4PTA (4782)**

©2010 PTA

All rights reserved.

Printed in U.S.A. (5/10)

**PTA** and *everychild.onevoice.*<sup>®</sup> are registered service marks of the National Congress of Parents and Teachers.