

Why PTA is the Premier Parent Group

Parent Teacher Association –vs.– other parent organizations

More than 5 million members networking and **supporting all children**

The **Reflections Program** engages more than half a million students in the arts each year

PTA Healthy Lifestyles awarded \$20,000 to local PTAs and helped more than 460,000 students eat right and exercise more

Free online volunteer management system, OMDRplus, for every unit

Welcomes everyone, including grandparents, mentors, educators, neighbors, and community leaders

PTA Takes Action helps parents and citizens get involved in federal public policy

Local and national **discounts on retail and travel services and products**

Dedicated to building partnerships between **families, schools, and communities**

Ever-growing list of **free national, state, and local resources, programs, and awards**

Training online and in-person through conventions, workshops, publications, e-learning, and websites

Local groups **not focused on national issues** affecting families

Limited local resources often **can't support the arts**

No national cash awards for health program, or efforts to retain recess at school

Must buy own costly database for communicating with and organizing members

Usually **only parents are invited** to participate and support the school community

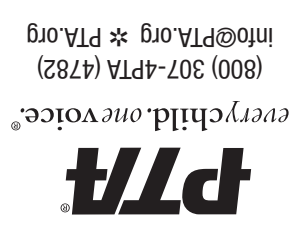
No voice in Washington or policy experts to educate members

At the state and national level, **no partnerships, sponsorships, or affiliations**

Primarily utilize **parents as fundraisers** for the school

No national or state awards, and all **programs must be created locally or purchased**

Online resources can be accessed at additional costs, **no leadership training** available



e-newsletters

- PTA Parent
- PTA Partners in Leadership
- PTA Local Leader News
- PTA Takes Action Update
- PTA Public Policy Agenda

PTA Takes Action

- action alerts
- advocacy network

Member benefits

- PTA.org
- parent & leader resources
- bulletin boards
- news
- PTA blog
- multimedia library
- PTA Great Idea Bank

OMDRplus membership management tool

- free online database
- e-mail
- membership cards

National training

- Emerging Minority Leaders Conference
- National convention
- e-learning courses

National programs

- Reflections
- PTA MORE
- Three for Me
- PTA Teacher Appreciation Week
- Urban Family Engagement
- PTA Take Your Family to School Week (\$1897 Awards)
- PTA Movie Night Live!
- National Standards
- PTA Healthy Lifestyles (Awards)
- Let's Fight Flu Together!
- PTA Goes to Work

National awards

- PTA Family Expo!
- Training Capacity Building Initiative (Wiki)
- State & Local Training
- PTA Outstanding Advocacy Award
- Shirley Igo Advocate of the Year Award
- Phoebe Apperson Hearst Family-School Partnership Awards
- Mary Lou Anderson Reflections Arts Enhancement Grants

Official PTA Kit

- Quick-Reference Guides
- Leaders Guide
- marketing and membership materials
- special offers from national partners
- The Power of Partnerships

social networking

- PTA YouTube Channel
- PTA Facebook fan page
- @PTAeditor on Twitter
- PTA photos on Fotki

The Value of Membership





A PARENT GROUP UNLIKE ANY OTHER



NOT ALL PARENT GROUPS ARE THE SAME. PEOPLE MAKE THE DIFFERENCE. PEOPLE YOU CAN CALL, AND PEOPLE WHO CAN VISIT YOUR SCHOOL.

IF YOU ARE PTA, YOU ARE UNIQUE, BUT YOU ARE NOT ALONE. YOU HAVE THE SUPPORT OF LOCAL FIELD VOLUNTEERS, A STATE OFFICE, AND A TEAM OF PROFESSIONAL AND VOLUNTEER LEADERS.

PTAS RUN UNITS LOCALLY, TO BEST SUIT THEIR STUDENTS – BUT OVER 100 YEARS OF PARENT INVOLVEMENT KNOWLEDGE IS NEVER MORE THAN A PHONE CALL OR E-MAIL AWAY.

PTA MEMBERS ARE ADVOCATES FOR ALL CHILDREN – MOST IMPORTANTLY THEIR OWN.

In addition to minimal local and state dues, every PTA® member pays \$1.75 in national support—but what’s the cost of not being in PTA? Other parent groups often pay \$750 to become a 501(c)(3) organization, then pay for-profit companies hundreds of dollars for access to resources, hundreds more for a 12-month software subscription, and still may get shut out of back-to-school tools because of “limited availability.” When PTAs pay their dues, they all get

Over 5 million members networking and supporting all children

their resources, their online database, their PTA Kits, their programs, their publications, and their access to cash awards—and they get them for free. What’s more, they get to be the heart of a national organization that champions parent involvement—the same PTA that has helped usher in some of the biggest education and child health advances our country has ever seen.

Parent groups working independently can’t assemble all the resources to conduct education research, let alone make sense of all the available data to create successful parent involvement models for any school to use. Through the support of its members, PTA continues to be at the forefront of developing

PTA is dedicated to building partnerships with schools, and communities

the research, the assessment guides, and the implementation tools needed to boost parent involvement everywhere. Through the *National Standards for Family-School Partnerships*, PTA proves that parent involvement is crucial to student success—and shows how families, schools, and communities work well together.

It takes more than online message boards and a team of telephone operators to create a “network” for parent involvement. And it’s more than giving you resources. The value comes from actually being connected to the other schools in your community and your country. PTA offers an opportunity to join the national discussion about America’s youth, it offers leaders who listen to and engage you, and it offers a single place where millions of people can come together and commit to improving the lives of all children.

