

Huntsville Council of PTAs

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HCPTA Virtual Leadership Training

PTA 101: The Basics -
Leadership, Membership, and
Communication

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Presented by Shonnelle L. Cummins,
Vice President of Leadership Development



National PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



Today we will cover:

- Leadership Education
 - 2020 PTA Bootcamp
 - Local Leader Kit

- New Membership Campaign
 - Introduction and Training
 - Campaign Material and Resources

- Communication Resources and Tools
 - PTA Resources
 - Family Resources
 - Tools



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Leadership Education

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Leadership Education: 2020 PTA Boot Camp

- [Welcome](#)
- [Session 1: Leadership](#)
- [Session 2: Finance](#)
- [Session 3: Membership](#)
- [Session 4: Advocacy](#)
- [Session 5: Family Engagement](#)
- [Session 6: Programs](#)
- [Session 7: Fundraising & Grants](#)



Leadership Education: 2020 PTA Boot Camp

Additional Content



- [PTA Finance 201](#)
- PTA Membership 201
 - [All-New Membership Campaign!](#)
 - [Make a Membership P.L.A.N.](#)
- [PTA Advocacy 201](#)
- [PTA Family Engagement 201](#)

- PTA Programs 201
 - [School of Excellence](#)
 - [PTA Reflections](#)
 - [PTA Connected](#)
 - [Healthy Lifestyles](#)
 - [STEM + Families](#)

Leadership Education: 2020 PTA Boot Camp

Top Takeaways



- PTA Leadership 101: Get organized
- PTA Finance 101: Stay Organized
- PTA Membership 101: There No Wrong Way to PTA
- PTA Advocacy 101: Advocate for Every Child
- PTA Family Engagement 101: Get Creative with Your Family Engagement
- PTA Programs 101: Try New Ready-to-Go PTA Programs
- PTA Grants & Fundraising 101: Practice Makes Perfect

Leadership Education: Local Leader Kit

<https://www.pta.org/local-leader-kit>

- Select and work with your board
- Formulate your PTA calendar of programs and events
- Navigate unique financial challenges of a 501(c)(3)
- Grow your PTA membership
- Choose and organize a PTA fundraiser
- Communicate with your school community
- And more!

A dark blue rectangular box containing the text "LOCAL PTA LEADER KIT" in white, bold, uppercase letters.

LOCAL PTA LEADER KIT

Leadership Education: Local Leader Kit

This comprehensive digital guide contains important information along with tools, template, and resources in the following are areas:

Mission

Leadership

Finance

Membership

Fundraising

Comms

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New Membership Campaign

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New Membership Campaign: Introduction and Training

<https://www.pta.org/home/run-your-pta/membership-campaign>

- PTA For Your Child Membership Campaign
 - <https://youtu.be/vG74RpvbGas>
- Membership Introduction and Training Webinar
 - <https://register.gotowebinar.com/recording/371271399477094669>
 - Must register to watch
- Using the New Membership Marketing Campaign Live Training
 - https://pta.zoom.us/rec/share/wPZUH5rbymZLXNLJw2bmAPMhEaXYeaa81iQc_KBYyEYyNBgnp6DgZhyDICGsdoiS
 - Must register to watch



New Membership Campaign: Materials and Resources



You will find:

- Membership Campaign Training Module
- Membership Campaign Toolkit, Materials, and Implementation Checklist (available in English and Spanish)
- Written communications samples and templates for:
 - Email signatures
 - Membership ask email/letter
 - Thank you email/letter
 - Customizable FAQ Document
 - All available in English and Spanish

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Communication Resources and Tools

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Communication: Resources

<https://www.pta.org/local-leader-kit/communications>

- Guidelines for PTA Branding, Photography & Videography,
- Suggestions for Promotion & Media Relations
- Design elements and valuable content for PTA website
- How to launch a Newsletter and get active on Social Media
- Our Children Magazine, an online publication, and The PTA Newsroom



Communication: Family Resources

<https://www.pta.org/home/family-resources>



Relevant content to share with families:

- COVID-19 PTA Resources
- Center for Family Engagement (Notes from the Backpack)
- Parents' Guide to Student Success
- Family Guides
- College and Career Readiness
- Assessments and Standards
- Health
- Safety
- Special Education Toolkit
- Summer Learning

Communication: Tools



- Email
- Social Media
- MemberHub



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Questions

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