



Informed parents. Involved parents understand the challenges schools face and become part of the solution. By developing a closer relationship with parents, student achievement improves, and the school develops a positive reputation in the community.

Manage volunteer power. PTA organizes hard-working, dedicated volunteers. Parents are ready to provide support in the classroom, organize family engagement programs and assist with school improvement programs.

Improve communication. PTAs frequently coordinate production of a school newsletter and information fliers, keeping the entire school community informed of current events, issues, and accomplishments. Regular meetings allow PTAs to share information with members. Two way communication is necessary to build the relationship between the home and school.

Boost children's well-being. PTAs focus on what students need to be successful in their learning; including nutrition, bullying prevention, health, school safety, physical fitness and general well-being. PTA works with schools to ensure that children succeed.

Advocate on the federal level. Stay informed of current federal legislation before legislators and communicate information to our members.

PTA MAKES A DIFFERENCE.

As a busy school principal or administrator, you know about lack of family engagement and resources as well as increasing school safety concerns, and higher standards. You face multiple challenges. There's good news for our school community – PTA can help!

A PTA will effectively serve our school community. It's a tested nonprofit association that has proven itself over time to be effective in supporting family engagement and increasing student success.

START A PTA TODAY!

Join more than 22,000 other principals across the county.

Take comfort knowing that our school's PTA will have the support of a state and national association.

Keep informed of the latest programming and resources available to you and your PTA by signing up for PTA newsletters.

Learn about the programs and resources available to you and your PTA at [PTA.org/Programs](https://www.pta.org/Programs).

Visit [PTA.org](https://www.pta.org) today to learn more about the work of America's largest child advocacy association.



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PTA TALKING POINTS FOR MEETING WITH SCHOOL LEADERS:

Why our school needs a PTA





Why PTA?

PTA CAN HELP OUR SCHOOL ACHIEVE MORE!

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

PTA has kept this mission at the heart of our association since 1897. Universal kindergarten, the National School Lunch program, and a juvenile justice system are all examples of a few PTA advocacy wins.

PTA is the original and oldest family engagement group in the nation that has focused on the education, health and welfare of children and youth. Nearly four million parents, teachers, students and other concerned community members are committed to our nation's students and schools. Our members work with school administrators, teachers, legislators and other community leaders to provide all children with a high quality education and the opportunity to succeed in school and beyond.

PTAs are registered 501(c)(3) nonprofit associations. Local PTAs are autonomous but supported by a state and national structure. (Note: PTAs on military bases are registered with the armed services, not with the IRS, but still operate as 501(c)(3).

In a recent report of the 2014-2016 National PTA School of Excellence honorees, we found that PTAs who partner with their schools to expand family engagement resulted in a:

- 46% increase in the number of families that feel their school and PTA always empower them to support student success
- 102% increase among families that feel their school and PTA always speak up for every child
- 53% increase in the number of families that feel their school and PTA always share power in decision-making and school improvement
- 78% increase in families that feel their school and PTA always collaborate with the community

The number one reason why parents and teachers join PTA is to benefit the children. PTAs partner with schools to engage families and the community to enrich the educational experience and overall well-being of all students.

Research shows that when families are involved, student success increases. Specific findings show:

- Family engagement programs that are focused on learning
- Speaking up for children protects and promotes their success
- All families can contribute to their student's success
- Community organizing gets results

PTA addresses issues that are important to families and public school administrators.

PTA fights for full funding, quality teachers, and capabilities for schools to thrive.

Membership is open to everyone.

10 REASONS TO START A PTA IN OUR SCHOOL (SHARE THE ONES THAT RESONATE IN YOUR SCHOOL)

Receive nonprofit management training and resources.

As a local unit organized under the state PTA, most local PTAs quickly and easily become recognized as nonprofit 501(c)3 tax exempt organizations through state-level PTAs. Training and support especially with regard to federal requirements is offered locally, statewide and through the National PTA office.

Access family engagement programs. National programs have been developed by experts with turnkey resources. From health and safety topics and collaborating with teachers and community members, to fundraising—the programs get results.

Qualify for grants and awards. Local units are able to receive exclusive grants and awards for healthy lifestyles, arts in education, family engagement and family school partnerships.

Belong to a large network. PTA is a national community of professionals and volunteer leaders to support, train, share ideas and network.

Champion education causes. Advocacy is a cornerstone of much of PTA's work. PTA members work with school leaders and other members of the community to advocate for such issues as adequate funding, family engagement, safe schools and communities, quality education and health and nutrition.