



PTA vs. PTO Competitive Analysis Overview

PTA offers many distinct advantages over PTOs and other independent parent groups. First and foremost are substantial cost savings for programs and services as well as a broader scope of advocacy and support for children.

PTA Advantages

PTA	PTO	DIFFERENCE
State PTA resources and National PTA Service Representatives in the field are readily available to assist new units with their startups. There is NO FEE for this service.	PTO Today sells a startup toolkit for \$39 or includes access to a downloadable “revised and updated” toolkit as part of its \$199 “Plus” membership fee	The difference is in the cost of materials and the lack of support from trained, experienced people whose job it is to assist PTAs.
As the largest volunteer child advocacy association in the nation, Parent Teacher Association (PTA) reminds our country of its obligations to children and provides parents and families with a powerful voice to speak on behalf of every child while providing the best tools for parents to help their children be successful students.	PTOs are independent and just work within their school. PTO members have no such network or powerful advocacy beyond the local level.	PTA advocates for all children regardless of location. The difference is PTA provides a powerful network to effect change on local, state and national levels.
PTA does not act alone. Working in cooperation with many national education, health, safety, and child advocacy groups and federal agencies, National PTA collaborates on projects that benefit children and that bring valuable resources to its members.	PTOs work in isolation or with other school based clubs.	PTA has a larger support base.

<p>PTA members benefit from a 115-year-old brand synonymous with service and advocacy for children. PTA is so highly respected that its recent partners have included the White House and NBC News. Other alliances include Consumer Reports, Coalition of Juvenile Justice, Action for Healthy Kids, the Bill and Melinda Gates Foundation, and the Harvard Family Research Project.</p>	<p>PTOs have no such alliances to build on.</p>	<p>The difference is PTA’s respect in the education and policy community, which affords it partnerships that provide to members valuable resources such as the Education Nation Score card for Schools and the Common Core State Standards parents guides.</p>
<p>PTA members can effectively engage in advocacy on the national level by simply subscribing to PTA Action Alerts and by using National PTA’s advocacy toolkits. National PTA policy experts also educate members about important federal policies on education, child safety, juvenile justice, and child health.</p>	<p>PTOs have no voice in Washington nor any policy experts to educate members.</p>	<p>The difference is PTA’s ability to bring about change that makes a difference to all children, including its’ members children.</p>
<p>National PTA invests more than \$1.4 million—41% of its budget—in recruiting, training and supporting our state and local leaders to ensure PTAs remain strong and relevant to their members.</p>	<p>PTOs make no investment in leadership development beyond the unit itself.</p>	<p>The difference is PTAs invest in their people at all levels of the organization.</p>
<p>PTA has secured millions of dollars in grants from businesses and organizations such as the Bill and Melinda Gates Foundation, Target and Verizon to help build the capacity of our state and local units.</p>	<p>A PTO is not able to secure grants of this magnitude.</p>	<p>The difference is National PTA has ready access to funds for building the capacity of its units at the state and local level.</p>

<p>PTA partners with international retailers like Sharp and secures sponsors such as Target to provide members with benefits and cost savings</p>	<p>PTOs and PTO groups do not provide member benefits of this caliber.</p>	<p>The difference is that PTA provides valuable benefits to members that can save them money on things like mobile phone service, electronics, auto and home insurance, vacation packages, and interactive technology for the classroom.</p>
<p>PTA's list of resources currently includes 6 major programs, 5 award and grant programs, 1 annual convention (and 1 state convention in each state), a national legislative conference, Our Children magazine, a resource-filled website, 4 newsletters (as well as state newsletters and websites), membership marketing materials, 16 e-learning courses, an idea-sharing network, and live workshops. Most products and services are free to members.</p>	<p>Resources for PTOs are more limited, more narrow in scope, and often more expensive.</p>	<p>The difference is the quantity and scope of what PTA makes available to members—free of charge. Members can pick and choose what they want. PTOs often have to pay for similar programs and services.</p>
<p>Our state level provides Fall training and Spring Convention to all local units to ensure they are set to have a successful year.</p>	<p>PTO's have no formal training available.</p>	<p>PTA's have the ability to network and share the load based on these trainings.</p>
<p>Local units in good standing can send a 3-8th grader to the EPTA Spelling Bee without paying a fee to EPTA.</p>	<p>PTO's have to pay \$350 to EPTA to participate in the Spelling Bee for a chance to go to the Scripps National Spelling Bee.</p>	<p>This is a free service provided to local PTA units.</p>

All of these benefits are available for just \$3.75 per member. Where else can you join a state and national advocacy group for the price of a cup of coffee at Starbucks?