



Dear PTA Leader:

You are a special and admirable person to step forward into volunteer leadership in your PTA. Thank you!

As a community leader and representative of your local association, you set the tone for this year in PTA. Think of the ways you can make PTA meaningful for the children, families, and staff members of your school, council, or district.

This will be anything but a “normal” school year. Nonetheless, PTA is still—perhaps more than ever—a vital connection between schools, families, and the community. Families are looking for the latest information, and schools are checking for the wants and needs of students and their families. It is prime time for PTA to be a vehicle for honest communication and dissemination of the most current information.

Even in the unique circumstances of the pandemic, it is important for PTA boards to do the things that need to happen for each local association to stay healthy as an organization. Finishing out the 2019-2020 year with audited finances, minutes collected and stored, and compliance forms submitted is a beautiful thing!

Materials in this packet are designed to help you in all aspects of running your PTA, from advocating for children’s issues to gaining members to learning about the education system to understanding your bylaws.

Take a look at the whole packet because presidents need to know something about all aspects of the association. Then please share these materials with your fellow PTA leaders. Point out information that is particularly important and relevant to your association. Make sure your fellow officers have the most current guidance to do their jobs well and to strengthen the capacity of your PTA. And find some great ideas for this year!

Your membership drive invites all people in your community to be part of your PTA. More members strengthen your PTA voice for all children, and more members bring in more people’s perspectives and make your PTA more representative of your community. Membership is the key to long-term health of your PTA, and even in a strange, uncertain Back-to-School time, people will welcome the invitation to be part of a meaningful, vibrant group that works for kids.

Empowering local leaders and supporting your work are essential functions of California State PTA. We are in this together, working for all children, using our one voice. Thanks again for all you do.

Yours sincerely,

Celia Jaffe
President, California State PTA

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Running Your PTA...Made Easy

- provides summaries of the PTA basics that all PTA board members should know. It covers meetings, recruiting volunteers, finance, membership and more. Reading this basic guide will enhance your experience as a PTA leader.



Your starter guide
to **PTA** success

FOR PTA PRESIDENTS AND OFFICERS

Resources to make your
PTA job easier



ORDER FORM

All resources and materials included in this mailing are available to download, print and share online at capta.org/pta-leaders/service-mailing

For your convenience, California State PTA is providing a one-time opportunity for you to request the following items FREE of charge:

- ☐ **I would like to receive a FREE hard copy of Leadership Made Easy in the following language:**
- ☐ English
 - ☐ Spanish
- ☐ **I would like to receive additional FREE hard copies of Running Your PTA Made Easy, the color brochure book included with the Leadership Made Easy packet.**
Quantity _____
- ☐ **I would like to receive a FREE printed copy of the California State PTA Toolkit. Must order by October 1, 2020. Please allow four weeks for delivery. Toolkits will be shipped directly to your PTA district office. Please contact your district to coordinate delivery options.**
- ☐ English ☐ Spanish (Please select one)
- ☐ **I would like to receive a FREE copy of the 2020 Bylaws for Local PTA/PTSA Units, Councils or District PTAs.**
- ☐ Unit English ☐ Unit Bilingual ☐ Council ☐ District (Please select one.)

Orders must be received by October 1, 2020. You may request these materials online at capta.org/pta-leaders/service-mailing or complete the order form below and mail to:

California State PTA, ATTN: Materials Order, 2327 L Street, Sacramento, CA 95816

Name: _____

CAPTA ID# (if ordering bylaws): _____

PTA Unit: _____

Council: _____ District: _____

Mailing Address: _____

City: _____ State: CA Zip: _____

Email: _____

CALENDAR REMINDERS AND DUE DATES

Check with your Council/District for local due dates, filling in this chart as soon as possible. Then use it as a guide throughout your PTA year.

MONTH	Due Date COUNCIL PTA Insert Council Due Dates	Due Date DISTRICT PTA Insert District Due Dates	Due Date STATE PTA Unless otherwise noted, due dates are: in the office by 5 p.m.
JULY			
*Term Begins	July 1	July 1	July 1
Confirm all officer contact information is in MyPTEZ			
Set PTA Program Calendar and Due Dates			
Review BYLAWS	Reviewed Annually		Annually/submitted every five years
*Prepare Year-End Audit			
Update Bank, Officers, and Signers information in TOTEM			
Begin Membership Campaign Online Resources Available At: www.capta.org/MembershipToolbox	Remit per capita membership dues monthly	Remit per capita membership dues monthly	Remit per capita membership dues monthly
Update Leaders in E-membership (TOTEM) https://capta.org/pta-leaders/services/electronic-membership-system/			
Virtual Leadership Academy	Session 1: July 13-23 Running Your PTA Classes All Leaders Encouraged and Welcome to Register and Participate Online. Registration Closes on July 8, 2020.		
AUGUST			
Upload Current Fiscal Year Budget, End of Year Audit for Prior Fiscal Year, and Annual Financial Report (Budget vs. Actuals) for Prior Fiscal Year to MyPTEZ			N/A
Continue Membership Campaign	Remit per capita membership dues monthly	Remit per capita membership dues monthly	Remit per capita membership dues monthly

* This calendar presumes a fiscal year of July 1 - June 30. If your PTA's fiscal year is different, please consult your bylaws for the correct dates for items marked with an *. Due dates not marked are the same for all PTAs in California.

Virtual Leadership Academy	Session 2: August 10-13 – Schedule will be completed once dates for BOM are firmed up		
SEPTEMBER			
Continue Membership Campaign	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues

MONTH	Due Date COUNCIL PTA	Due Date DISTRICT PTA	Due Date STATE PTA
OCTOBER			
Continuing Education Scholarship Applications Due. NOTE: High School Seniors have until October 15	NA	NA	October 1
Program Grant Applications Due. NOTE: High School Seniors have until October 15			October 1
Continue Membership Campaign	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
Ready, Set...Remit! Membership Award			October 30
Red Ribbon Week	October 23-31, 2020		
NOVEMBER			
National PTA Reflections Theme Search Entries Due	November 1		
DRAFT Resolutions Due	NA	NA	November 1
*Tax forms to IRS, Franchise Tax Board (FTB), and Attorney General's Registry of Charitable Trusts (AG/RCT) https://capta.org/pta-leaders/services/tax-filing-support-center/	Due 15th day of the 5th month following the end of your Fiscal Year (FY). For PTAs with a FY end of June 30 the date is November 15 Check your BYLAWS for your Fiscal Year		
Check for new incentives and challenges	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
DECEMBER			
Minimum per capita memberships (15) due to remain in good standing			December 1
Insurance Premium Due			December 20
Check for new incentives and challenges	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
JANUARY			
California State PTA Legislation Conference	January 11-12, 2021 in Sacramento All Leaders Encouraged and Welcome to Register		
FINAL Resolutions Due	NA	NA	January 5

Reflections Art Program Entries Due—must be submitted through channels.	Check your council (if in council) due date	Check your district due date	Due to California State PTA from District PTAs by January 15
Prepare Mid-Year Audit	All Month		
Workers' Compensation Annual Payroll Report Due. Must be submitted through channels. Additional workers' compensation premiums, if any, must be submitted with the form.	Check your council (if in council) due date	Check your district due date	January 31
Kick Off Mid-Year Membership Campaign—check for new incentives and challenges	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues

MONTH	Due Date COUNCIL PTA	Due Date DISTRICT PTA	Due Date STATE PTA
FEBRUARY			
Founder's Day	February 17		
Graduating High-School Senior Scholarship Applications Due		Interview with District President required before submission	February 1
Upload Audits into MyPTEZ	All month		
Continue Mid-Year Membership Campaign	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
MARCH			
Order Honorary Service Awards (HSAs)	All month		
California State PTA Annual Convention Registration Opens	TBD online at www.capta.org/convention		
Continue Mid-Year Membership Campaign—check incentive deadlines	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
APRIL			
Continue Mid-Year Membership Campaign Check incentive deadlines	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
MAY			
Teacher Appreciation Week	May 2-8, 2021		
California State PTA Convention	May 14-16 2021 in Sacramento Everyone is encouraged to attend		
Continue Mid-Year Membership Campaign	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues
JUNE			
Roster of Officers for Next Fiscal Year Due			June 1
Volunteer Hours: Annual Historian Report Due			June 1

Freewill Offering			June 1
Finalize Year-End Membership Campaign and Begin Planning for Next Term	Remit per capita membership dues	Remit per capita membership dues	Remit per capita membership dues

This calendar is the best information we have at this time and is for planning purposes only. Dates are subject to change. Check the CAPTA.org website for the latest information. Please check with your council (if in council) and district for their deadlines. Items that must go through channels (to council if in council or to district for out of council units) MUST be submitted by your council/district deadline. These items may NOT be submitted directly to State PTA.

POWER UP YOUR PTA

tools to help make
your job easier!

online **Toolkit**

New Online *Toolkit* brings current information and pointers for leading your PTA to your fingertips!

The updated California State PTA *Toolkit* is now online and responsive to your hand held device. With a new format and look, the Online *Toolkit* has all of the same great information as the print version, but it is easy to access in your meetings, and loaded with links to more information on our website. Everything at your fingertips!

The *Toolkit* provides guidance, instruction and ideas to ensure a successful term as a PTA officer or chairman. You will discover valuable information to assist your PTA/PTSA with the important work that you do on behalf of all children and families.

Take a look at the benefits of the new Online *Toolkit*!

- **Always Up-to-Date.** The Online *Toolkit* is mobile-device friendly and contains the most up-to-date information to help you lead your PTA.
- **Available in English and Spanish.** The Online *Toolkit* includes both Spanish and English content, with the ability to “toggle” back and forth between languages with ease.
- **Easy Keyword Navigation.** Find what you're looking for by clicking on the drop-down menus, typing a keyword into the search box, or by clicking on the table of contents for each section for a more detailed listing of topics.
- **Simple Download and Printing.** No more waiting to download hundreds of pages of the *Toolkit*. The Online *Toolkit* can easily print individual pages or sections. Plus, the entire *Toolkit* is still also available to download and share electronically.

toolkit.capta.org

TREASURER

TAX FILING REQUIREMENTS

All nonprofits, including PTAs, must file annual tax returns

California State PTA is committed to providing information to help make your PTA aware of the latest state and federal requirements. Federal and state laws require nonprofit groups, including PTAs, to file informational tax returns each year.

Below is a list of the filing requirements as they relate to PTAs for the federal IRS **Form 990 Series**, the State of California Franchise Tax Board **Form 199 Series** and Attorney General's Registry of Charitable Trusts **RRF-1 and (new) CT-TR-1 Forms**.

Please visit the California State PTA Tax Filing Support Center at <https://capta.org/pta-leaders/services/tax-filing-support-center/> for additional information. PTAs that require specific filing assistance, it is recommended that an accountant or tax professional specializing in nonprofit 501(c)3 organizations be consulted regarding all tax filings.

Federal IRS **Form 990 Series**

Internal Revenue Service (IRS) Form 990 Series tax returns or an extension request Form 8868 must be filed no later than the 15th day of the fifth month after the fiscal year ends. For example, if your PTA's fiscal year ends on June 30, your *Form 990-N (e-Postcard)*, *990EZ* or *990* is due on November 15. See filing instructions for *Form 990-N (e-Postcard)* <https://www.irs.gov/charities-non-profits/annual-electronic-filing-requirement-for-small-exempt-organizations-form-990-n-e-postcard> or *Form 990EZ* or *990* at <https://www.irs.gov/charities-non-profits/form-990-series-which-forms-do-exempt-organizations-file-filing-phase-in>.

990 Filing Requirements	
Form to File	If your PTA's gross receipts are:
990N	Normally \$50,000 or less
990EZ	> \$50,000 and < \$200,000 and total assets are < \$500,000
990	≥ \$200,000 or total assets are ≥ \$500,000

Additional notes:

- Schedule B must be completed if the PTA receives a donation of \$5,000 or more from a single donor.
- Most unit and council PTAs will not need to file a California **Form 109** or an IRS **Form 990T**, unless they are separately incorporated. However, if the PTA has unrelated business income in excess of \$1,000, these forms are required.
- Advertising sales (not recommended) income is unrelated business income.
- Sponsorship revenue is not unrelated business income.

California State Franchise Tax Board *Form 199 Series*

The California State Franchise Tax Board (FTB) requires all non-profit organizations to file the electronic **Form 199N** or **Form 199**.

Returns are due the 15th day of the fifth month after the fiscal year-end. For example, if your PTA's fiscal year ends on June 30, the form is due on November 15. To file your *Form 199N* or for more information go to <https://www.ftb.ca.gov/file/business/types/charities-nonprofits/annual-and-filing-requirements.html>

199 Filing Requirements	
Form to File	If your PTA's gross receipts are:
199N	Normally \$50,000 or less
199	Normally greater than \$50,000

California Attorney General's Office, Registry of Charitable Trusts (AG/RCT)

The State Attorney General's Office requires all nonprofits, including all PTA units, councils and districts, to file the **RRF-1 Annual Registration Renewal Form** annually. PTAs who do not file with the Attorney General's Office will pay penalties and could be revoked by the Attorney General's Office.

****NEW REQUIREMENT**** Beginning with the 2019-20 fiscal year, all nonprofits, including PTAs, with gross receipts of \$50,000 or less are required to file a *CT-TR-1 Treasurer's Report Form* with the AG/RCT together with the RRF-1 filing.

More information and links to the *RRF-1* and *CT-TR-1* Forms can be found on the AG/RCT website here: <https://oag.ca.gov/charities/renewals> In addition, the California State PTA Tax Filing Support Center will have links to the updated RRF-1 and new CT-TR-1 forms as well as annotated copies to provide additional guidance on how to fill them out correctly at <https://capta.org/pta-leaders/services/tax-filing-support-center/>

Have Questions or Need Assistance?

Please contact your council or district PTA or visit the California State PTA Tax Filing Support Center at <https://capta.org/pta-leaders/services/tax-filing-support-center/>.

Need help finding contact information for your council or district? Visit <https://capta.org/about/our-team/districts-and-councils/> for a listing of council and district PTAs in California.

Insurance Premium Increase Expected

When working on your budget for the 2020-21 fiscal year, please plan to increase your insurance premium line item. Due to recent changes in laws and the pandemic, insurance carriers across the industry are considering raising premiums by as much as 20% or more. While insurance premiums will not be set until mid-August, California State PTA suggests an increase of \$35 to cover what may be the new premium for next year.

MEMBERSHIP

Tools and resources to help build membership and market your PTA

Here are a few easy-to-use tools and resources to help you plan and promote your PTA membership campaign during the back-to-school season — and all year long!



Membership Resources

Organizing and running a PTA membership campaign can be fun and easy! California State PTA has a variety of resources to help you build PTA membership at your school.

During the back-to-school season, we'll be sharing weekly "Membership Monday" e-blasts with PTA presidents, membership leaders and communications officers featuring tips, training and resources to help you build membership and promote the value of PTA.

- California State PTA - www.capta.org
- Building Membership and Marketing Your PTA- <http://capta.org/pta-leaders/run-your-pta/building-membership/>
 - Webinars
 - Customizable Marketing Tool – insert your school's pictures!
 - Local Marketing Plan template worksheet
 - Local Membership Goal setting template worksheet
 - Messaging that Works
 - Membership Envelopes and Cards (including template for printing hard-copy cards)
 - Membership Videos
 - Logos, banners and more
 - Member Perks information
 - Membership Themes
- Toolkit - <http://toolkit.capta.org/membership/>
- National PTA - <https://www.pta.org/home/run-your-pta/membership-campaign/>

California State PTA's membership year runs from July 1 to June 30.

Each PTA must remit dues monthly. Please refer to your council and/or district PTA for due dates. Councils and districts set their own due dates in order to meet California State PTA deadlines. When sending in your remittance to your council and/or district PTA, please allow additional time for them to process and mail checks to the state PTA office.

Remittances of "per capita" should be forwarded by every PTA at least monthly, and sent to your council and/or district PTA. "Per capita" means per-person dues and is the portion of membership dues not belong to your PTA. The unit (school) PTA remits to the council PTA (if in council). The council PTA remits to the district PTA. The district PTA remits to California State PTA, which remits to National PTA.*

*Local PTAs that use the electronic membership system powered by Totem will have a dual system—remitting through channels for traditional membership and automatic remittance through the Totem system.

Membership Awards and Incentives

Ready, Set...Remit! Award

30 members due in the state PTA office Oct. 30

Certificates from California State PTA will be distributed to each unit PTA that remits per capita dues for 30 or more members, through PTA channels, to arrive in the California State PTA office by October 30. No application required.

Look for more challenges and incentives on the California State PTA website this fall.

New awards will be announced in August after our first California State PTA Board of Mangers meeting.

Be sure to share your membership success stories with us on social media and here https://capta.org/resource/pta_success_story_submission_form/

For more information on these awards and applications, visit:
<http://capta.org/pta-leaders/run-your-pta/building-membership/incentives-and-awards/>

Member Perks

Summer 2020

Check out these exclusive benefits of being a PTA member!

SKYONE FEDERAL CREDIT UNION

SkyOne is proud to partner with California State PTA! We are a full-service, not-for profit financial institution with a network of over 66,000 ATMs and 4,000 shared branches. For over 70 years we have been helping people like you to achieve their financial goals, whether it be paying college tuition, buying a new car, or managing credit and debt.



Special Offer for PTA Leaders: When you open an organizational account with SkyOne, we'll reimburse your members' dues for one year when they open an individual SkyOne account. Additionally, for each member that joins, we'll make a \$10 contribution to your PTA unit! [Click here for more information.](#)

Special Offer for PTA members: Become a SkyOne member today and SkyOne will reimburse your PTA membership dues for the first year! [Click here for more information.](#)

Already a SkyOne member? Share your love of SkyOne with your friends and family and earn up to \$500 when they open a new account! [Click here to refer friends today!](#)

LIFETOUGH

Lifetouch is proud to be a part of the **Shutterfly** family! We have brought together two industry leaders who share a common purpose – to share life's joy through capturing and preserving memories with the click of a camera. As our companies come together, we are working to create a new, innovative experience that will allow you to do more with your photos and yearbooks than ever before.

Lifetouch

California State PTA members representing schools who are new to Lifetouch Yearbooks may choose from one of the two exclusive offers below.

- 5 free books for elementary schools
- Original/custom cover design for elementary books

To claim this offer, [click here!](#)

LEGOLAND

Plan for the fall school season and learn about **LEGOLAND® California's** STEAM-aligned workshops, including the brand new LEGO® Spike Prime, by visiting www.legoland.com/CAfieldtrips! PTA leaders can take advantage of exclusive PTA member rates and save over 50% on LEGOLAND® tickets by visiting www.legoland.com/CAPTA.



Member Perks

Summer 2020

Exclusive perks for members from National PTA

RELAY

Relay is the perfect way for parents to stay connected with their kids without giving them a smartphone. Here are just a few of Relay's awesome features: Nationwide coverage with 4G LTE cell service and WiFi; push-to-talk communication; GPS tracking and Geofencing; screen-free (no exposure to inappropriate content or cyber bullying); free Relay app for parents; and wearables available to help carry Relay. Can't get enough? Check out [these special offers](#) exclusively for PTA members!



LEARNING HEROES

Learning Heroes offers an excellent collection of distance learning resources to help families stay on track during school closures. [Click here](#) to see their five-tip overview titled "Keep Calm, Learning is On!", which is available in both English and Spanish.



CODE WIZARDS HQ

Code Wizards is a global coding school for youth ages 8-18. They offer live, online coding classes led by exceptional teachers for elementary, middle, and high-school students. With a five-star rating and thousands of satisfied students, they are the #1 most effective, most engaging way for kids to learn to write code. Students learn popular programming languages like Python, Scratch, HTML/CSS, JavaScript, Java and more from the convenience of their home! [Click here to learn more.](#)



Offers from National PTA are subject to change without notice.

California State PTA would like to acknowledge the following sponsors who were not able to participate this quarter due to the COVID-19 crisis. We look forward to bringing you their offers and discounts in the Back-to-School edition of Member Perks in September 2020!

SAN JOSE SHARKS

AQUARIUM OF THE PACIFIC

SWANK MOVIE LICENSING USA





California State PTA's **Electronic Membership System**

- ✓ We are excited about the progress our online membership system **TOTEM** has made, making joining and renewing PTA membership at the local level **easier**.
- ✓ More than 1,000 local PTAs have processed more than 70,000 memberships using our online membership system. So consider this your invitation to get started.
- ✓ Visit **bit.ly/starttotem** to see TOTEM for yourself!

Electronic Membership FAQ's

1. What is the electronic membership system?

- The electronic membership system is an electronic platform that allows people to join PTA at their local unit online.
- The system (Totem) was developed specifically for California State PTA and it collects the dues payment, provides a receipt and an electronic membership card, and simultaneously distributes the per-capita dues payments among the various levels of PTA.
- The electronic membership card can be stored on a smartphone and has the potential to link to member perks.
- The system allows for automatic membership renewals on July 1 and many other features.

2. What are some of the benefits to a local PTA?

- Local PTAs will be able to let members join online with a credit or debit card at no cost to the PTA.
- Local PTA leaders and members will be able to invite friends and family to join with a just a click.
- The system will reduce the need to print out forms, collect checks and make trips to the bank.
- Membership campaigns will be able to utilize social media, school all calls, email blasts and other electronic forms of communication to increase awareness and membership.
- Local PTAs that use TOTEM are included on the California State PTA website and state publications and materials direct people to the site to join.
- Anyone anywhere will be able to join any PTA that participates in the program.

3. How can I get my council or unit started?

- For more information on getting started, visit the following page: bit.ly/starttotem
- If you are ready to go, you can request to start the process by using this form: bit.ly/totemsignup

4. How do members know their credit card information is secure?

- The electronic membership system (Totem) uses Stripe, a well-known and well-regarded payment processing system. The storage of card data will comply with the [Payment Card Industry Data Security Standards](#) (PCI DSS). Stripe has been audited by an independent PCI Qualified Security Assessor (QSA) and is certified as a [PCI Level 1 Service Provider](#). This is the most stringent level of certification available in the payment industry.
- We will not store any credit card information on our California State PTA servers.

5. How much will this cost?

- There is no cost for a local unit to use the system.
- Each member that joins using the electronic membership system will pay a \$1 convenience fee per membership. This will cover all the processing fees, and other costs of the system. This dollar will be paid by the member and it is added on to the membership dues so it will not reduce the portion of dues deposited in the local PTA unit bank account.
- This may save local PTA units money if they are currently mailing membership cards or paying bank fees on cash and check deposits.
- Members still have the option to join with cash, check or any other payment system used by a local PTA.

6. How will local PTA unit leaders know who the members are?

- The electronic membership system will generate a list of members, which local leaders can access and keep track of members.
- The leaders can manually enter other members (those who paid with cash or check) into the system
- Leaders can also download the list to an Excel spreadsheet to be used with any membership tracking system or communication they like.

7. Can members still join at a Back to School table?

- Of course! Members can join on their smart phones by following the unique link or QR code at the back to school table or they can join with a check or cash the way they have in the past.
- Some PTAs offer a small incentive for members who join before the back-to-school night and show their membership.

8. Can I enter and manage members who join with check or cash? Will the members receive an electronic membership card?

- Yes. As long as the local PTA is participating in the electronic system, and the member is willing to give an email address, the PTA leaders will be able to manually upload members' names and emails into the system, and the member will receive the PTA electronic membership card and appear on the membership list.

9. Can I use the system if my unit has different dues and membership levels?

- Yes, units who have different dues structures will be able to enter that information into the system.

10. How will a member search for the PTA they would like to join?

- Local PTAs using TOTEM have a unique link to just their PTA and by clicking on that link people will be able to join that particular PTA.

- Anyone going to the California State PTA website will be directed to the closest PTA through geo-location so they do not have to scroll through a long list of PTA's.
- They can also start typing in the name of the PTA and the widget on the website will find your PTA.

11. What are the steps PTA leaders will complete to connect and verify a bank account?

- The electronic membership system will use a two-factor authentication to connect a bank account.
- There is a visible record for the user who create or modify any account information.
- The electronic membership system requires a second authorized leader to confirm new account information.

The system will be available to all PTAs in California as long as they are in good standing, able to provide basic banking information and agree to participate in the program.

For further questions, you may also reach out to emembership@capta.org.

INVEST



FOR YOUR CHILD

JOIN



FOR YOUR CHILD

ADVOCATE



FOR YOUR CHILD

ENGAGE



FOR YOUR CHILD

CHAMPION



FOR YOUR CHILD

PTA FOR YOUR CHILD

**MEMBERSHIP
CAMPAIGN
TOOLKIT**

ACT



FOR YOUR CHILD

VOLUNTEER



FOR YOUR CHILD

GUIDE



FOR YOUR CHILD

PROTECT



FOR YOUR CHILD

CONNECT



FOR YOUR CHILD

Implementation

The *PTA For Your Child* messaging and collateral materials are designed to support your current membership outreach strategy via the activities and communication channels you are already using to recruit new members and renewals. To kickstart your planning, we've outlined a campaign implementation checklist for you to build into the first 30 days of annual recruitment and to use throughout the year.

- ☐ **View the Training Webinar:** Participate in the *PTA For Your Child* membership campaign training webinar for further details about the campaign. This training webinar is available on the National PTA's [website](#).
- ☐ **Read Through the Campaign Toolkit:** Thoroughly review this toolkit and accompanying PowerPoint templates so you can understand how to incorporate the campaign messaging and visuals into all membership communications for your school community.
- ☐ **Inform and Educate the Executive Board:** Share and review the membership campaign with the full executive board.
- ☐ **Update Your Website:** Update the language about membership and add a clickable JOIN NOW button on your PTA website using the graphics provided with this toolkit. This should link directly to your member registration page.
- ☐ **Make Joining Easy:** Add membership language and a JOIN PTA link to all social media platforms and hyperlink social media images directly to your member registration page.
- ☐ **Create a Membership Communications Schedule:** Develop a weekly communications schedule of 1-3 social media posts and/or listserv posts per week in the first 30 days.
- ☐ **Vary the Visuals:** Use a variety of the campaign's social media images, alternating the *PTA For Your Child* and "No Wrong Way To PTA" images to engage followers.
- ☐ **Directly Solicit Families:** Send out the "Sample Membership Ask Email/Letter" and then follow-up with those who join using the "Sample Thank You Email/Letter."
- ☐ **Use Consistent Branding:** Clearly and consistently brand all membership appeals and relevant PTA events with the campaign visuals. This includes using the campaign hashtags in all social media posts related to membership recruitment.
- ☐ **Ask, Ask, Ask:** Don't stop soliciting members after the school year is underway. Be sure to include messaging and the benefits and impact of PTA membership in communications throughout the year.

PARLIAMENTARIAN

PTA BYLAWS REVIEW – 4 KEY STEPS

1. GET STARTED

President:

- Appoints bylaws committee, chaired by parliamentarian

Parliamentarian:

- Sets meeting date for bylaws committee
- Goes online – www.capta.org - to sign up for California State PTA's **e-Bylaws Program** to update bylaws
- Reviews current bylaws prior to meeting
- Provides copies of current bylaws for bylaws committee members



Bylaws Committee:

- Reviews current bylaws to see if any changes are necessary
- Lists proposed amendments, including article, section and page number

Parliamentarian:

- Uses **e-Bylaws Program** to complete and then download a pdf of updated bylaws with amendments, if any
- Prints double-sided, hard copy of bylaws to keep for unit reference and files if filing by mail. If sending bylaws electronically, save it in pdf format for submission

Executive Board:

- Reviews updated bylaws with proposed amendments, if any, at board meeting
- Votes to approve
- Secretary records outcome in Minutes

2. SUBMIT BYLAWS

Parliamentarian:

- Makes double-sided copies of bylaws
- Sends to council, if in council, or district:

1. Three (3) double-sided, copies of bylaws
2. Four (4) additional signature pages
3. Completed *Bylaws Submittal Form*, listing proposed amendments, if any (download from *California State PTA Toolkit* online at www.capta.org)
4. Work with your council or district parliamentarian to see if you can submit your bylaws electronically

3. ADOPT BYLAWS

After approved bylaws are signed by the State Parliamentarian and returned to your unit through channels:

President:

- Puts adoption of bylaws amendments on agenda for next association meeting
- Notifies members of proposed amendments at least 30 days in advance of meeting

Members:

- Vote to adopt bylaws at association meeting, with a two-thirds (2/3) vote required

President and Secretary:

- Sign and date master set of bylaws for secretary to keep in his/her files
- Sign and date copies of bylaws for the president and parliamentarian
-

4. COMPLETE REVIEW PROCESS

Parliamentarian:

- Sends two (2) copies of signed and dated signature page to council, if in council, or one (1) to district PTA to file
- Makes copies of bylaws for executive board members to keep in files

Questions?

Contact your PTA council/district parliamentarian

Did you know that there's a fast and easy way to update unit bylaws, using the California State PTA's *e-Bylaws Program* online?

HOW TO SIGN UP – Before using *e-Bylaws*, get a user name and password:

- Go online to www.capta.org and click on **e-Bylaws**.
- On the *e-Bylaws* home page, click on the **Request a Password** button.
- Fill in the form with your name and contact information. Select your user type. If you are not the unit parliamentarian, select **unit assistant**. Click **Next**.
- Select your PTA district number/name and your PTA council name. Type in your school name, city and your California State PTA unit ID number found in your current bylaws. If you can't find it, contact your council or district for this number.
- Enter a user name, all lower case, and write it down. Click **Next**, then **Done** to submit your request. You will be emailed your password in three to five days.

HOW TO USE E-BYLAWS – Once you have a password, go online to *e-Bylaws*:

- Click the **Build e-Bylaws** button and log on with your user name and password.
- Your unit data will appear. If this is your first time adding data to *e-Bylaws*, you will get a message that bylaws information is incomplete. Click on **OK** to dismiss this message.
- The first screen is the **Unit Information Record**. This information can only be entered or changed by California State PTA. If the information is complete and correct, click **Next**. If it is incorrect, contact your PTA district for assistance.
- Go through each screen, saving often. Enter data or click on buttons to build your bylaws.
- When finished, click **Save** one final time, then click on **Bylaws** to generate and download a PDF file of your bylaws. Check your entries at this time.
- If there's a **DRAFT** watermark on the pages, an error or missing information must be corrected. Go through each screen, looking for a red outline on the information boxes. Move your cursor over any box with a red outline for directions to correct the problem.

HOW TO COMPLETE THE PROCESS – Download the PDF file of your bylaws:

- Review each page and print four (4) double-sided copies of bylaws and four (4) additional, double-sided copies of the signature page. If sending electronically, save pdf copy for submission.
- Remember to keep a copy of your bylaws for reference. Send three (3) copies and four (4) signature pages plus a completed **Bylaws Submittal Form**, found in the *California State PTA Toolkit online*, to your council, if in council, or your district PTA parliamentarian.

JOIN THE PTA COMMUNITY

Tweet. Post. Like. Share.

Comment. Tag. Connect.



Join the PTA community on your favorite social-media network. Connect with PTA leaders and members and be part of the conversation on key issues and topics that impact the lives of children and families. Share your news and celebrate the achievements of your PTA with us and with other leaders throughout the state! Watch for valuable information on subjects you care about including family engagement, running your PTA, suicide prevention, cyber bullying and more.

- Facebook – <https://www.facebook.com/CaliforniaPTA>
- Twitter – @CaliforniaPTA
- Pinterest – <https://www.pinterest.com/californiapta/>
- LinkedIn – <https://www.linkedin.com/company/california-state-pta>
- Instagram – @california_state_pta
- YouTube – <https://www.youtube.com/user/CaliforniaStatePTA>

***Plus be sure to tell your members to join
the community as well!***

#PTA4Kids



CALIFORNIA STATE PTA INTRODUCES **SOCIAL MEDIA** **THEME KITS**

California State PTA knows that communication is one of the most important tools in a Unit, Council, or District's toolbox, and when done well, improves every aspect of your and your members' PTA experience. Every month we will be sharing with you sample social media posts, images, and ideas that you can easily use on your PTA social media accounts.



Social Media & PTA Advocacy

GREEN	YELLOW	RED
Sources you can retweet or share immediately.	Sources you should consider/research before retweeting or sharing.	Sources you should never retweet or share from a PTA owned/named account.
<ul style="list-style-type: none"> National PTA California State PTA Your District PTA Your Council PTA Your County Office of Education Your School District Your School Your PTAs events Ed100 Items pre-approved for distribution 	<ul style="list-style-type: none"> Other State PTAs EdSource California Department of Education State elected officials: Governor, Assembly Members and Senators Federal elected officials: President, Members of Congress, Senators Legislative Analyst's Office (LAO) Allied Agencies Other PTA officers 	<ul style="list-style-type: none"> Political Parties Support for a political candidate Federal legislative positions or national issues that differ from the National PTA position State legislative or ballot positions that differ from the California State PTA position Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven't voted to support Anything that is mean spirited, accusatory, or not true
Go for it!	Think*Research*Ask	Not from a PTA account

National PTA and/or California State PTA positions can be found on the following websites:

<http://capta.org/focus-areas/advocacy/position-statements>

<http://capta.org/focus-areas/advocacy/resolutions>

<http://capta.org/focus-areas/advocacy/current-legislation>

Elections and candidates have their own section in the California State PTA online *Toolkit*:

<http://toolkit.capta.org/advocacy/election-campaigns>

Quick responses are important for social media; so this guide can help you feel comfortable re-tweeting, sharing and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt leave it out. This is offered as a guide it is not an all inclusive list.

Be respectful | Be honest | Be discreet | Be responsible



Your starter guide
to **PTA** success

CHILDREN'S ISSUES AND ADVOCACY

Information to help your PTA
speak up to positively impact
the lives of children and
families



Our mission is to **POSITIVELY IMPACT**
the lives of **ALL CHILDREN & FAMILIES**

ORGANIZATIONAL GOALS 2019-21

- Advocate for the education, health, safety and well-being of all children
- Inform, engage and empower our members and the public on issues concerning children and families
- Mentor the leaders of tomorrow
- Promote, practice and embrace inclusiveness
- Promote and build family engagement to foster positive outcomes for every child
- Strengthen our voice for all children by increasing membership

ADVOCACY GOALS

- The expansion of quality preschool programs
- Programs that promote the health and welfare of all children and families
- Stable and sustainable public education funding comparable to the top ten states
- A full curriculum for all students that includes P.E. and the arts
- Legislation to reduce the effects of poverty on children and families

California State PTA connects families, schools and communities. We are part of the foundation of our public-education system and a trusted messenger to millions of members, parents, families, educators and allied agencies throughout the state. PTA is the nation's largest volunteer-led child-advocacy association working to drive improvements in the education, health and well-being of all children and families.

For more information and resources, visit www.capta.org



2021 California State PTA Legislation Conference

**Whether you are new to PTA or a seasoned leader,
join us in Sacramento for our Legislation Conference**

- **Be a part of the statewide effort to advocate for the education, health and safety of all children**
- **Hear the latest information from legislators and key officials about important issues affecting children and families**
- **Visit directly with the legislators who represent your community**

When? January 11-12, 2021

Where? Embassy Suites Riverfront Promenade

How much? \$240 (register by November 30*)

\$275 (December 1 thru closing)

***early bird deadline extended from November 15**

To register or for more information, visit <http://bit.ly/2XhKK5B>



Save the Dates

2020-2021 Monthly Legislation Webinars

Join the California State PTA Legislation Team on our monthly webinar as we discuss the latest legislation affecting children and families and our recent advocacy efforts!

Need some good ideas?! – This is the place! PTA leaders get a chance to share what they are doing in their school community to advocate for children and families!

To register for each webinar:

<https://attendee.gotowebinar.com/rt/31940121174953740>



7:00 pm – 8:00 pm

Sept 2, 2020	Feb 3, 2021
Oct 7, 2020	Mar 3, 2021
Nov 4, 2020	April 7, 2021
Dec 9, 2020	May 5, 2021
January – no webinar	June 2, 2021

Join us!

EDUCATION

School may look different this year, but the learning continues...



As we look to the new school year, many things are still uncertain. One thing we do know is that our children's education will continue whether through distance learning, on campus or a hybrid model. Here is a link for up to date information on Coronavirus Response and School Reopening Guidance from the California Department of Education <https://www.cde.ca.gov/ls/he/hn/coronavirus.asp> To guide you in your plans for this coming school year, should get information from your local school district and the public health department on best practices to promote health and safety of our students. California State PTA also has continuously updated resources on our website <https://capta.org/news-publications/covid-19/>

Supporting Student Success



After three months of school closures and distance learning, parents, students and teachers are still working to navigate this new system of teaching and learning online. Although the delivery method of your child's education may have changed and may look different this coming school year, the grade level standards (Common Core State Standards) and learning goals should be the same. Connect with your student's teacher to understand the learning goals and how you can support your student. Here are some questions you can ask:

- What are the short-term goals for this year?
- And what are the long-term goals for kids when they leave the school and when they graduate from high school?
- Are there ambitious goals for all kids?

PTA s can invite the school principal and teachers to take part in their regularly scheduled (online for now) meetings where parents can hear about learning goals and curriculum focus areas, arts education for example. Did you know that schools have implemented a new approach to teaching science, based on the Next Generation Science Standards (NGSS)? These should be of particular interest at the elementary and middle school levels. At both middle schools and high schools, there is a lot of emphasis on Career Tech Education along with college readiness. And schools can help in preparing kids to be good citizens. Our new PTA Resource Library has a lot of great hands-on activities and learning links that can help you explore science and other subject areas with your student.

<https://capta.org/resource-library/>

FOR MORE INFORMATION

The California State PTA website has a full section devoted to Curriculum. There you'll find information about the arts, STEAM (Science, Technology, Engineering, Arts & Math), the Civic Mission of School, CTE and much more: <https://capta.org/focus-areas/education/curriculum/>

Measuring progress

Class assignments, tests and grades help teachers and parents understand how each individual child is doing. These measures look different from school to school and even from classroom to classroom.

California has a statewide testing system that allows you to see how well your child is doing compared to the state's expectations. The California Department of Education has introduced a new electronic report that makes it easy to look up student scores and understand what they mean. The state has also created a website designed for parents called Starting Smarter:

<https://ca.startingsmarter.org/>

Due to the COVID-19 pandemic and statewide school closures, the California Department of Education suspended the California Assessment of Student Performance and Progress (CAASPP) and English Language Proficiency Assessment for California (ELPAC) tests for the 2020 school year. The expectation is that LEAs will continue to assess new students whose primary language is not English when they return next school year. We are not yet certain how testing will be administered for the coming school year.

Access to the Smarter Balanced Digital Library is still available for all teachers who have accounts. The Digital Library offers free lesson plans for teachers in multiple subjects and at all grade levels. The CAASPP and ELPAC practice and training tests are still available. The Smarter Balanced Interim Assessments will remain open to be used upon the return of students and teachers to the classroom.

To learn more

Go to www.CAPTA.org, under "Focus Areas."

- **"Education"** subjects include: Curriculum (Arts, STEAM, CTE and more), Common Core, Student Assessments, Summer/Extended Learning, Special Needs, Homework, Every Student Succeeds Act and School Finance.
- **"LCFF/LCAP"** subjects include Accountability Plans, Priority Areas, and Dashboard.
- **"Distance Learning Resources"** resources that can support learning at home
- **"Next Gen Science"** information about NGSS
- **"ed100"** explore the education system in easy-to-understand language





**DISCOVER
TOGETHER**

THE WAY KIDS ARE LEARNING SCIENCE IS CHANGING AND YOU CAN TAKE AN ACTIVE ROLE!

The California State PTA invites you to ignite your curiosity for science by finding opportunities for exploration and discovery during the everyday activities of life.

DISCOVERING NEW THINGS TOGETHER IS EASY!

EXPAND YOUR OPPORTUNITIES FOR EXPLORATION AND CURIOSITY BY:

- Asking questions! Lots of them. Why is the sky blue? How do germs spread? What causes the sound of thunder?
- Connecting everyday life back to science: Baking a cake? That's a chemical reaction! Out on a walk? Spot some flowers growing and experience the magic of photosynthesis!
- Experiment together by mixing homemade slime, making a volcano or polishing pennies.

SCIENCE IS EVERYWHERE AND FOR EVERYONE!

The California State PTA has diverse learning resources to empower all families to bring discovery to the forefront of their child's science education. From videos, to articles and activities, the California State PTA resource library has something for everyone looking to #DiscoverTogether.

Visit: capta.org/resource-library

FAMILY ENGAGEMENT

FAMILY ENGAGEMENT IN SCHOOLS MATTERS



Family-School Partnerships: Making a Difference Together

Strong family-school partnerships make big differences. When families and schools work together, our kids win.

PARTNERS IN SUCCESS

At school — Family-school partnerships equal academic improvement. It's a powerful strategy for achieving whole-school goals, such as reading at grade level, closing achievement gaps and motivating students for long-term success. Teachers and administrators can strengthen efforts by involving families in two-way, regular and meaningful conversations about students, giving parents good information about supporting our children and how grade-level expectations affect kids' academic progress.

At home — Families and caregivers become partners in success by creating a culture of authentic engagement in school life. Keeping kids focused on school readiness, learning and homework shows commitment to our children's academic growth and development.

PTA National Standards for Family-School Partnerships

As a PTA leader, you can boost family engagement at your school by relying on PTA's National Standards for Family-School Partnerships. The standards offer a blueprint on how to connect families and schools to support student success. To get started, align your PTA communications and programs and to the six standards:



1. **Welcome All Families** – With activities for families to feel they belong at your school.
2. **Communicate Effectively** – With pathways for families and staff to engage in regular, two-way communication.
3. **Support Student Success** – With family activities linked to student learning and development.
4. **Speak Up for Every Child** – With workshops on the education system and advocacy for parents to ensure all students are treated fairly and have access to learning opportunities.
5. **Share Power** – With community surveys and forums for stakeholders to exchange views and shape school policies, practices and programs.
6. **Collaborate with the Community** – With activities to expand access to learning opportunities, community services and civic participation. When families, schools and communities work together, all students have an opportunity to thrive in school and beyond. A booklet is available that summarizes the six standards and includes a sampling of indicators for each.

School Smarts is California State PTA's awardwinning, research-based parent engagement program. This seven-session Parent Academy empowers parents of all backgrounds by focusing on the importance of parent involvement, how the education system works and how to communicate effectively to advocate for a quality education to support student success. The curriculum is available in six languages. www.capta.org/programs-events/school-smarts



THREE TIPS FOR YEAR-ROUND ENGAGEMENT

INVOLVEMENT MAKES A BIG DIFFERENCE –

Research shows family engagement is a major factor in student success, with an [encouraging home environment](#) serving as a bigger factor in student achievement than a parent's income, education level or cultural background. Engaged parents take part in all aspects of their child's education and development from preschool to high school. And with parent involvement as one of the [eight key areas](#) in the new [Local Control and Accountability Plans \(LCAPs\)](#), authentic family engagement in schools is vital for school improvement and student achievement.

PARENT-TEACHER COMMUNICATION IS KEY — Strong interaction, teamwork and partnership between [families and teachers](#) creates the optimal environment for student success. Parents can make a difference by staying up-to-date on classroom and school news, attending school events whenever possible and addressing concerns or questions honestly, openly and early on.

PARENT-ADVOCACY OPPORTUNITIES ABOUND – New state laws and standards mean new opportunities for parents to get involved in the education process. Parents' advocacy, involvement and feedback on school priorities are required as part of the new Local Control Funding Formula (LCFF) and related Local Control and Accountability Plans (LCAPs), making family engagement more important than ever before. California State PTA proudly sponsored Assembly Bill 2878. This legislation will add research-based family engagement guidance and practice into the California Education Code. It will provide schools, districts and parents access to research-based best practices for family engagement and involvement. Families can contact their school districts to make their voices heard as important stakeholders in the LCFF/LCAP process.

WAYS TO ENGAGE YOUR FAMILIES & COMMUNITY DURING DISTANCE LEARNING

- Know your community: Does your students have access to online learning? What do families need (food, social/emotional services and medical)
- Communicate with all partners: Administration, teachers, parents, and community partners (public libraries, Boys & Girls clubs, county offices & services).
- Be sure to use various methods of communicating.
- Use phone trees to make the personal connection and include everyone in your school community.
- Write personal notes and use traditional postal mail.
- Work with administrators to utilize school communications. Make sure that all your communications are translated for your families and community.
- Create a PTA liaison for each individual classroom that will allow for communications and feedback between each classroom and the PTA board.
- Hold town hall meetings to provide information to your families and community on current issues.
- Create links to community resources such as food pantries, tutoring, social services, etc.
- Institute a Kindness Campaign. Let's be kind and help each other.
- Have weekly PTA updates through social media, all calls, text messages, and school signage.
- Include your PTA newsletter in your summer mailings/registration packets to share with your families what PTA is doing for the school community.
- Be VISIBLE and ACCESSIBLE!

HEALTH & COMMUNITY CONCERNS



See our Health & Community Concerns e-newsletter published every other month at:

<https://capta.org/resource/the-pulse-california-state-ptas-health-community-concerns-newsletter/>

Get the Latest Information on Social Media

Part of the California State PTA's social media program is a campaign from the Health & Community Concerns Commission that focuses on a different topic each month, bringing great information and links to resources on topics such as suicide prevention, child abuse prevention, mental health, homeless children and families, bullying and cyber bullying. Get connected by following California State PTA on Facebook, Twitter and Instagram!

Action for Healthy Kids

Action for Healthy Kids provides a variety of tools and resources to help schools implement health and wellness programs that can help your school become a place where kids learn to lead healthier lives, eat nutritious foods, are physically active and better prepared to learn each day.

<https://www.actionforhealthykids.org/resources-for-schools/> [Healthy Kids Blog](#)

Impact Teen Drivers

Automobile collisions have been the leading cause of death for American teens for generations. Since 2007, Impact Teen Drivers (ITD) has emerged as a leading non-profit organization dedicated to reversing this pervasive yet 100% preventable crisis. ITD does this through a nationwide educational program that confronts the dangers and consequences of reckless and distracted driving. With free online materials and programs ITD empowers people to make meaningful behavioral changes in their own driving habits, as well as to promote safe driving in their community. <https://www.impactteendrivers.org/>

Not In Our Schools

Not In Our Schools is a program that creates safe, accepting and inclusive school communities. Not In Our School provides training, films, lesson plans and resources that inspire students to take the lead in standing up to bullying and intolerance in their schools. <https://www.niot.org/nios>

The Children's Partnership

The Children's Partnership educates parents about new programs and available resources to meet their families healthcare needs. Their tools and resources help empower communities and families to make more informed choices for their children. <http://www.childrenspartnership.org/>

Life Skills every teen should have

This is a summer like no other. Why not take advantage of all the extra quality time with your teen to make sure they master these key life skills?

1. The benefits of reading aloud — even for older kids

Here's why reading aloud to your child, no matter what their age, is the magic bullet for creating a lifelong reader. [Read more.](#)

2. How to handle your child's picky eating phase

It's frustrating when kids won't touch certain foods. But you can keep mealtime from becoming a battle. [Read more.](#)

Resources for parents

Our [list of resources for parents](#) has links to at-home learning ideas, child-friendly media, help with essential needs, social-emotional supports, ELL information, resources for kids with learning differences, and more.

Need to fill in some learning gaps this summer? We're here for you. Check out our [summer learning calendars](#) (for kindergartners through fifth graders) and [grade-based toolkits](#) (for middle and high school kids).

- **GreatSchools.org** GreatSchools-Newsletters@email.greatschools.org
- **David J Schonfeld, MD, FAAP** established and directs the National Center for School Crisis and Bereavement (www.schoolcrisiscenter.org), located at Children's Hospital Los Angeles.
- **The Coalition to Support Grieving Students** - We lead a collaboration of national organizations, representing the full range of school professionals, that has developed free training materials to help empower schools to support grieving students. (GrievingStudents.org) is a practitioner-oriented website providing practical, accessible, free information, handouts and reference materials, and includes over 20 video training modules featuring expert commentary, school professionals sharing their observations and advice, and bereaved children and family members offering their own perspective on living with loss. Through its founding and supporting organizational members, the Coalition's aim is to provide bereavement and related resources to those who support grieving students nationwide.



Your starter guide
to **PTA** success

PROGRAMS & SERVICES

Programs and services from
California State PTA to help
your local unit succeed

Save the Date!

Sacramento

May 14-16, 2021



START BUDGETING NOW FOR CONVENTION 2021

Build for success! Jump start your PTA and boost your skill sets as a leader with workshops, networking, inspirational speakers, exhibitors, the business of the association, Reflections performances, and more!

Investing in your unit leadership is not only an excellent idea, it is an allowable PTA expense!

Be sure to include Convention in your annual budget and get approval from your association. Early Bird Registration is approximately \$240 (1 day \$99). Hotels begin at \$207 + tax per night. Travel and food expenses vary and can all be covered by your PTA.



Whether you attend just one day or all three, this is an experience you do not want to miss!

California State
PTA
everychild.onevoice.®



PTA LEADERS: SHARE SCHOOL SMARTS WITH YOUR COMMUNITY TODAY!

*Create meaningful and diverse parent involvement
and engagement at your school!*

**School Smarts is an award-winning, research-based
program that is proven to:**

- Foster parent engagement in schools
- Support parents as their children's first teachers
- Develop future parent leaders
- Encourage parents to advocate for a complete education that includes the arts.

This program can support your PTAs by:

- Increasing membership
- Drawing from a diverse group of motivated and informed parents
- Cultivating PTA stability at the local level.

Learn More:

- Visit capta.org/schoolsmarts
- Listen to a School Smarts webinar
- Request a presentation to be brought to your school or to your school district administrators.



Next steps:

Contact the School
Smarts team for
marketing and
outreach materials

Share the School
Smarts program
with school
administration

Schedule a
meeting with the
principal to discuss
School Smarts

Contact:

schoolsmarts@capta.org
capta.org/schoolsmarts






California State
PTA
everychild.one voice.

Reflect. Create Art. Be Recognized.

The arts—and the National PTA® Reflections program—support student success and serve as a valuable tool for engaging families and building strong partnerships in the school community. Founded in 1969, Reflections engages over 300,000 students and their families in arts education activities each year by encouraging students to explore the arts for fun and recognition.

..... **START your PTA Reflections program today!**

Pre-Kindergarten through grade 12 students are encouraged to submit original works of art in one or more of the following categories:

	Dance Choreography		Music Composition		Film Production
	Literature		Photography		Visual Arts

Students who identify as having a disability may enter in the Special Artist Division or grade division most closely aligned to their functional abilities. Check with your state PTA for program guidelines, submission deadlines and recognition opportunities. Learn more and get involved!

Awards and Exhibits

Student entries submitted to the national level go through two rounds of review by esteemed arts professionals across the country. Over 200 students are recognized for their achievements in the arts and their works are exhibited throughout the year. Top national-level winners are provided prizes and scholarships and their works are showcased and exhibited.

Reflections Theme Contest

Students are invited to submit a concept to be considered for a future Reflections program theme. Every year, one student's theme is selected by a team of National PTA volunteers and the winning student is awarded and recognized. Contact your state PTA for guidelines and entry form.

Mary Lou Anderson Arts Enhancement Grant

This grant provides matching dollar funding to local PTAs to support in-school and after-school arts enhancement projects within their communities. PTAs serving at-risk student populations are particularly encouraged to apply.

Don't have an active PTA/PTSA affiliate?

Contact National PTA at info@PTA.org or (800) 307-4782 and we will help you bring the arts to your school community with Reflections.

Artwork from Reflections winners: Sarah Winters, Julia Scheuermann, Alexandra Hanesworth, Ezekiel Kulow, Siena Frankland, Anna Eafanti, Hannah Shultz, Mackenzie Baldree, Heidi Kyler, Haley Young, Katelyn Smith, Gabriel Bowman, Bethany Barnes, Jady Sano, Marisa Lu

Learn more and get involved! PTA.org/Reflections.

Reflexiona. Crea arte. Sé reconocido.

El arte —y el programa **Reflections de National PTA®**—respaldan el éxito estudiantil y funcionan como una herramienta valiosa para captar la participación familiar y forjar alianzas fuertes en la comunidad escolar. Fundado en 1969, cada año Reflections cuenta con la participación de más de 300,000 estudiantes y sus familiares en actividades de educación artística que motivan a los alumnos a explorar el arte por diversión y reconocimiento.

¡COMIENCE hoy mismo su programa PTA Reflections!

Se alienta a los estudiantes de pre-kínder hasta 12° grado a presentar obras de arte originales en una o más de las siguientes categorías:

	Coreografía de danza		Composición musical		Producción de cine
	Literatura		Fotografía		Artes Visuales

Los estudiantes que tengan alguna discapacidad pueden participar en la División de Artistas Especiales o la división de grado más alineada con sus capacidades funcionales. Consulte a su PTA estatal sobre las pautas del programa, las fechas tope de presentación y las oportunidades de reconocimiento. ¡Conozca más y participe!

Los Premios y las Exhibiciones

Las obras de los estudiantes presentadas a nivel nacional atraviesan dos rondas de revisión realizadas por profesionales del arte de prestigio de todo el país. Se reconoce a más de 200 estudiantes por sus logros en el arte y sus obras se exhiben durante todo el año. Los principales ganadores a nivel nacional reciben premios y becas, y sus obras se muestran y exhiben.

El Concurso para la Temática de Reflections

Se convoca a los estudiantes a presentar un concepto para que sea considerado para la próxima temática del programa Reflections. Todos los años, un equipo de voluntarios de National PTA escoge la temática propuesta por un estudiante, que luego es premiado y reconocido. Contacte a su PTA estatal para recibir las pautas y el formulario de inscripción

El Fondo Mary Lou Anderson para el Fomento del Arte

Este fondo iguala los dólares donados a las PTA locales para respaldar los proyectos de fomento del arte en la escuela y después de la escuela en sus comunidades. Se recomienda la postulación en especial a las PTA que asisten a poblaciones de estudiantes en riesgo.

¿No tiene una PTA/PTSA con afiliación activa?

Contacte a National PTA en info@PTA.org o (800) 307-4782 y le ayudaremos a llevar el arte a su comunidad escolar a través de Reflections.

Obras de arte de los ganadores de Reflections: Sarah Winters, Julia Scheuermann, Alexandra Hanesworth, Ezekiel Kulow, Siena Frankland, Anna Eafanti, Hannah Shoultz, Mackenzie Baldree, Heidi Kyler, Haley Young, Katelyn Smith, Gabriel Bowman, Bethany Barnes, Jadyn Sano, Marisa Lu

¡Conozca más y participe! PTA.org/Reflections.

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Lisa Snowiss at LSnowiss@capta.org

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Dashboard: 2019 - 2017 Quick Balance Forward: \$15,327.38 Create New Budget Update This Budget Balance: \$26,240.00

Income

Name	Annual Total	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Action
Administration														G
Cleaning Category														G
Dues Income	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	G
Grant Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G
Interest Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G
Membership Dues Income	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	G
Other Income	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	G
Recorded Revenue - Payroll	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G
Spent When Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G

Expenses

Name	Annual Total	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Action
Administration														G
Advertising & Promotional Expenses	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	G
Bank Charges - NSF	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G
Bank Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	G

Total Budgeted Expenses: \$15,327.38

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Date: 07/09/2020 Deposit To: Checking Account

Memo: Cash and Check Sales for 7/8/2020 Print?

Date	Rcpt No	From	Method	No	Name on Check	Amount
12/23/2019	14h	Dunn, McKenna	Check	1234	McKenna Dunn	50.00
12/23/2019	12h	Dunn, McKenna	Cash			250.00
06/26/2020	15h	Cichella, Nick	Cash			20.00

Payments Details

	Total Checks	Total Cash	Total Deposit
	\$50.00	\$370.00	\$420.00

Quick Deposit

	Actual Checks	Actual Cash	Actual Deposit
	\$50.00	\$370.00	\$420.00

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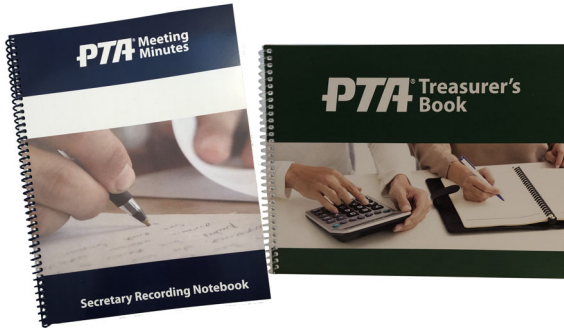
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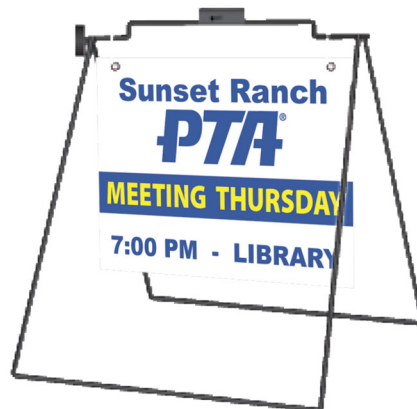
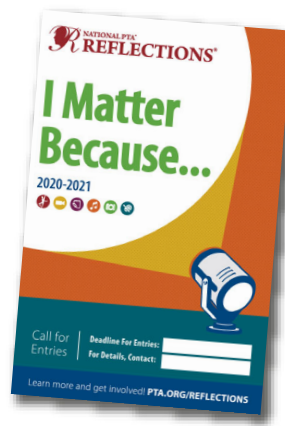
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