



Bragging About Your PTA

How do you let people know how important PTA is? Keep your PTA and its activities visible. How do you do that? You brag! You tout your own horn! Celebrate all the great things your PTA has done for the students at your unit/school.

Most parents in your school community, unless actively involved in volunteering for a specific activity, have no idea how much the PTA is responsible for doing. They don't make the distinction between what the school provides and what the PTA provides. It's up to you to make them aware of all that your PTA does. Ensure that your event flyers all say "PTA sponsored Book Fair" or Spaghetti Dinner, Harvest Festival, Ice Cream Social.

Inform your school community that your book fair earned \$800 worth of new books for your school library. Let them know that you sponsored the Art Ark that visited your school for a week. Tell them that all students enjoyed the music assembly, play, the Red Ribbon week activities. If your PTA pays for field trips, let them know that too. If you provide pencils, bumper stickers, or prizes for perfect attendance, let it be known.

Brag in your PTA/school newsletter. Brag on your website. Brag throughout the year to keep your PTA first in your school community's minds. There are two times a year when it's especially important to brag about all that your PTA has accomplished. If you have kept your PTA and its accomplishments in the front of everyone's minds throughout the year, the first of those two important times is the month before school ends. Write a letter to your parents giving them a state of the PTA address. Let them know how much money the Spaghetti Dinner earned and how many field trips it funded, how much the book fair netted for the library, etc. Be sure to thank them for the support they gave you, financial as well as volunteer hours. The second time it's really important to brag is your first letter home to parents in the fall when you ask them to join your PTA. Entice them to join by listing all the great things your PTA did last year and list all you hope to accomplish this year, with their help.

Let your PTA's voice and its accomplishments be heard.