

# Why PTA is the Premier Parent Group

## Parent Teacher Association –vs.– other parent organizations

More than 5 million members networking and supporting *all* children

The **Reflections Program** engages more than half a million students in the arts each year

**PTA Healthy Lifestyles** awarded \$20,000 to local PTAs and helped more than 460,000 students eat right and exercise more

**Free online volunteer management system, OMDRplus**, for every unit

**Welcomes everyone**, including grandparents, mentors, educators, neighbors, and community leaders

**PTA Takes Action** helps parents and citizens get involved in federal public policy

Local and national **discounts on retail and travel services** and products

Dedicated to building partnerships between **families, schools, and communities**

Ever-growing list of **free national, state, and local resources, programs, and awards**

**Training online and in-person** through conventions, workshops, publications, e-learning, and websites

Local groups **not focused on national issues** affecting families

Limited local resources often **can't support the arts**

**No national cash awards** for health program, or efforts to retain recess at school

**Must buy own costly database** for communicating with and organizing members

Usually **only parents are invited** to participate and support the school community

**No voice in Washington** or policy experts to educate members

At the state and national level, **no partnerships, sponsorships, or affiliations**

Primarily utilize **parents as fundraisers** for the school

No national or state awards, and all programs **must be created locally** or purchased

Online resources can be accessed at additional costs, **no leadership training** available

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### e-newsletters

PTA Parent

PTA Partners in Leadership

PTA Local Leader News

PTA Takes Action Update

PTA Public Policy Agenda

### National training

Emerging Minority Leaders Conference

National convention

### e-learning courses

PTA Family Expo!

Training Capacity Building Initiative (Wiki)

State & Local Training

### National programs

Reflections

PTA MORE

Three for Me

PTA Teacher Appreciation Week

Urban Family Engagement

PTA Take Your Family to School Week (\$1897 Awards)

PTA Movie Night Live!

National Standards

### PTA Healthy Lifestyles (Awards)

Let's Fight Flu Together!

PTA Goes to Work

### National awards

PTA Outstanding Advocacy Award

Shirley Igo Advocate of the Year Award

Phoebe Apperson Hearst Family-School Partnership Awards

Mary Lou Anderson Reflections Arts Enhancement Grants

### PTA Takes Action

action alerts

advocacy network

### Member benefits

### PTA.org

parent & leader resources

bulletin boards

news

PTA blog

multimedia library

PTA Great Idea Bank

### OMDRplus membership management tool

free online database

e-mail

membership cards

### Official PTA Kit

Quick-Reference Guides

Leaders Guide

marketing and membership materials

special offers from national partners

*The Power of Partnerships*

# The Value of Membership





A PARENT GROUP UNLIKE ANY OTHER



NOT ALL PARENT GROUPS ARE THE SAME. PEOPLE MAKE THE DIFFERENCE. PEOPLE YOU CAN CALL, AND PEOPLE WHO CAN VISIT YOUR SCHOOL.

IF YOU ARE PTA, YOU ARE UNIQUE, BUT YOU ARE NOT ALONE. YOU HAVE THE SUPPORT OF LOCAL FIELD VOLUNTEERS, A STATE OFFICE, AND A TEAM OF PROFESSIONAL AND VOLUNTEER LEADERS.

PTAS RUN UNITS LOCALLY, TO BEST SUIT THEIR STUDENTS – BUT OVER 100 YEARS OF PARENT INVOLVEMENT KNOWLEDGE IS NEVER MORE THAN A PHONE CALL OR E-MAIL AWAY.

PTA MEMBERS ARE ADVOCATES FOR ALL CHILDREN – MOST IMPORTANTLY THEIR OWN.

In addition to minimal local and state dues, every PTA® member pays \$1.75 in national support—but what’s the cost of not being in PTA? Other parent groups often pay \$750 to become a 501(c)(3) organization, then pay for-profit companies hundreds of dollars for access to resources, hundreds more for a 12-month software subscription, and still may get shut out of back-to-school tools because of “limited availability.” When PTAs pay their dues, they all get

*Over 5 million members networking and supporting all children*

their resources, their online database, their PTA Kits, their programs, their publications, and their access to cash awards—and they get them for *free*. What’s more, they get to be the heart of a national organization that champions parent involvement—the same PTA that has helped usher in some of the biggest education and child health advances our country has ever seen.

Parent groups working independently can’t assemble all the resources to conduct education research, let alone make sense of all the available data to create successful parent involvement models for any school to use. Through the support of its members, PTA continues to be at the forefront of developing

*PTA is dedicated to building partnerships with schools, and communities*

the research, the assessment guides, and the implementation tools needed to boost parent involvement everywhere. Through the *National Standards for Family-School Partnerships*, PTA proves that parent involvement is crucial to student success—and shows how families, schools, and communities work well together.

It takes more than online message boards and a team of telephone operators to create a “network” for parent involvement. And it’s more than giving you resources. The value comes from actually being connected to the other schools in your community and your country. PTA offers an opportunity to join the national discussion about America’s youth, it offers leaders who listen to and engage you, and it offers a single place where millions of people can come together and commit to improving the lives of all children.

