



BEE A COMMUNICATOR! PROMOTE YOUR PTA...



PTA Talking Points

- ✓ The PTA is the oldest and largest volunteer organization working on children and youth issues. In California alone, we have approximately one million members
- ✓ The PTA represents every child in California schools. We work for every child, with one voice.
- ✓ The PTA is a non-partisan, non-sectarian, and non-commercial organization that promotes the welfare of children and youth in home, school, community and place of worship
- ✓ The PTA encourages communication and cooperation between parent and school to ensure that children and youth receive the best possible physical, mental, social and spiritual education
- ✓ The PTA develops education programs for parents, teachers, students and the general public
- ✓ The PTA fosters leadership skills in both adults and students. PTA volunteers are leaders and advocates in the schools and communities

Tip for promoting your PTA

- ✓ **Identify the target audience** – the plan for reaching parents or students, school staff and teachers, or your community may all be different
- ✓ **Choose the medium** – once you decide whom to reach, think about the best way to communicate
- ✓ **Prepare the Message** – Think what to say and how to say it. Whether making a speech, writing an article for the newsletter, or putting information on your website, take the time to review and refine your words to concisely convey the message