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PTA

It Is Your Business

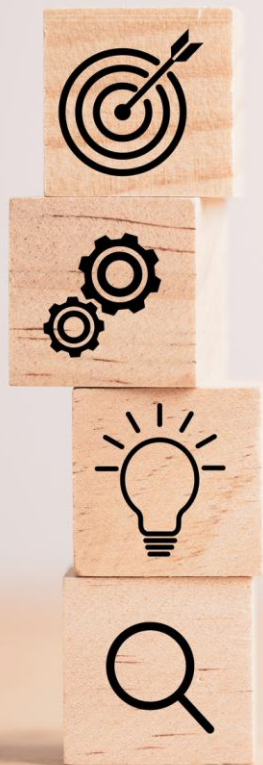
Non-Profit Management for Your PTA

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- PTA Mission & Equity Statement
- Standards for Non-Profit Organizations
 - Mission, Strategy & Evaluation
 - Leadership: Board, Staff & Volunteers
 - Public Awareness, Engagement & Advocacy
 - Finance & Resource Development

PTA Mission



To make every child's potential a reality by engaging
and empowering families and communities to
advocate for all children.

every child. one voice.

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Why does diversity, equity &
inclusion matter to PTA?

A pair of hands is shown from a top-down perspective, gently holding several small, colorful figurines that represent diverse people. The figurines are in various colors including blue, green, yellow, purple, orange, and pink. The hands are positioned as if protecting or nurturing the figures. The background is a soft, out-of-focus light.

Achieving the mission

Plan strategically

- Define goals & objectives
- Plan activities & programs that support mission
- Use resources effectively & responsibly

Evaluate organization & programs

Develop strategic partnerships aligned with mission and goals of the PTA

Leadership

Board, Staff & Volunteers



Effective leadership is essential to a non-profit
reaching the mission and successfully
programming

The Board: Leadership & Governance



Leadership of organization

- Ensure that the organization follows its mission, obeys bylaws and public laws
 - Support executive director (staff), if role exists
-

Meaningful programs & activities

Financial management

- Develop and oversee budgets and ensure financial accountability
-

Build a Strong, Diverse Board

- Welcome everyone to PTA membership
- Provide committee involvement
- Encourage new membership on your board, i.e. new officers and committee chairs
- Encourage diversity & ensure that your board reflects your school population
- Build inclusive practices and policies

Consider: race, culture, gender, income,
family members

Also: neighborhood/location, school,
school program





On The Board

Officers (Executive Committee)

- President
- Co-President
- Vice President(s)
examples: Advocacy,
Membership, Academics,
Programs
- Secretary
- Treasurer

Board of Directors

- Officers
- Chairs of the standing committees: examples: Advocacy, Field service, Finance, Governance, Leadership, Membership, Programs and resources
- Youth representatives
- May include Executive Director (staff)

Public Awareness,
Engagement &
Advocacy



Nonprofits should represent the interests of
the people they serve and participate in
public policy advocacy



Public Awareness

Share information about the mission, program activities, board members, and finances of the PTA with the public

Invite everyone in the school community to be members in the PTA

Determine issues and positions on specific issues, related to mission & relevant to your community

Does your school community know the PTA's position on issues important to them?

How are you addressing issues of equity in your advocacy?

Align with position statements of state & National PTA

*Non-partisanship: PTAs cannot advocate for or against particular political candidates





Conducting Meaningful Programs, Activities & Advocacy

Meet the diverse needs & expectations of your school community

Focus on education & healthy development and help all students and families



Build the capacity of parents/families & educators to support student success



Have diverse committees to develop ideas & plans



Engage families to identify important issues



Plan with culturally inclusive practices



Finance & Resources



Organizations should have sound systems, maintain accurate records & use organizational resources to further the mission

Fundraising efforts should be consistent with the organization's mission, possible by the organization's capacity, and respectful of supporters & donors

Financial Management

Budget

Develop and follow an annual budget, approved by the membership & the board

- Dues - appropriate structure for your PTA
- Reflect programs & needs of school community

Financial Reports

Provide regular (at least quarterly) financial reports to the membership & board

- budget
- income statement
- bank accounts

Policies

Have written policies & procedures, including fraud prevention measures



Resource Development



Typical revenue for PTAs

- Dues
- Donations
- Fundraising
- Grants

Fundraising goal: 3:1 Revenue: Cost

- Over 5 years, revenues from fundraising should be 3 times the cost of fundraising activity
- Fundraising activities should be accurate and truthful about organization, mission & intended use of funds



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**Managing Your PTA as a Non-Profit
Organization**

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