Why are we here? Why do you PTA?

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

Purposes of PTA:
- To promote the welfare of children and youth in home, school, community, and place of worship.
- To raise the standards of home life.
- To secure adequate laws for the care and protection of children and youth.
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

Local Unit PTA Structure

Your Leadership Team

Executive Committee
- Elected Officers

Board of Directors
- Elected Officers
- Principal (or his/her designee)
- Parliamentarian (appointed)
- Standing Committee Chairs
- Special Committee Chairs
- Other members as designated by the Standing Rules
The PTA & Principal Relationship

- Is a member of your PTA team. They sit on your Board of Directors.
- Provides the forum for PTA to operate.
- Schedule regular meetings with your principal
  - Review the goals of school over the course of the year
  - Discuss what PTA programs can be implemented to support the school’s goals to benefit students, families, and the community
  - Bring member feedback
- No one person controls PTA funds – the general membership votes on the PTA budget.
- Be respectful of that relationship

What does it mean to be a 501(c)(3)

- Upon chartering, local units receive their 501(c)(3) status
- LAPTA issues an annual Validation letter after your Active Affiliation files are accepted
- Must adhere to bylaws that promote/exclude certain activities
- Membership approved budget — funds spent to support mission & goals; not distributed to stakeholders or spent in an unethical manner
- Can earn profit (“carryover”) to further the mission
- Don’t earn program money for other organizations

Fundraising should not be your primary focus! Protect your 501(c)(3) status – it’s valuable!

Bylaws

- Bylaws are the fundamental governing rules of a PTA.
- They contain the basic rules related to conducting the unit’s business and governing its affairs.
- The bylaws:
  - Define the primary characteristics of the organization
  - Prescribe how the association functions
  - Includes all rules considered important to the rights and responsibilities of membership.
- The Bylaws template created by LAPTA includes required language which cannot be changed by the local PTA.
- The customizable areas are changeable by the local PTA to best meet their needs.
- Download the Bylaws template at LouisianaPTA.org/bylaws.
- Amendments to the customizable areas may occur at any time and require approval by the General Membership at a meeting with twenty days (20) notice and then final approval by LAPTA.
- Once approved, Local Unit Bylaws expire in three years from the LAPTA approval date.

Promote Your PTA Partnership

- Use the PTA logo on everything
- Make it easy for people to join your PTA
- Make everyone feel welcome
- Send thank you notes and recognize volunteers and educators, staff, and administration publicly
- Give credit to your PTA for hosting programs. “Courtesy of the XYZ Elementary School PTA” (with logo)
- Give credit to your school for the opportunity to host
- Communicate consistently
Communications & Social Media

More assistance is available at: https://www.pta.org/local-leader-kit/communications

National PTA shares tips and best practices to effectively share messages with fellow PTA members, school staff and administrators, community members, and the media.

Communicate to share the work of PTA

- Newsletters
- Website
- Social media platforms

National PTA Programs

National PTA programs provide access to engaging, educational and fun opportunities that inspire, recognize and impact all students and their families.

PTA Connected strives to help children act safely, responsibly and thoughtfully online.

The Healthy Lifestyles initiative offers educational resources and engagement opportunities that empower students and families to make better-informed health decisions.

National PTA’s STEM + Families® program delivers access and hands-on exposure to science, technology, engineering and math to engage families and inspire students to pursue career opportunities in STEM fields.

LAPTA Grants, Awards & Contests

Local PTAs can host a Family Reading Experience program to support families as they encourage a love of reading through access to books.

The Healthy Lifestyles Initiative offers educational resources and engagement opportunities that empower students and families to make better-informed health decisions.
Thank you for attending

Presidents & Principals