

PTA[®]

everychild. one voice.[®]

Goals for today:

- To learn how to explain PTA value to key stakeholders
- To create opportunities to grow the organization and charter new units



30 words or less

Your name.

One thing you personally
value about your PTA
membership.



What is Value?

Noun

def :

worth, desirability, utility

syn :

- merit, benefit
- worth, advantage
- practicality, effectiveness



Who are the customers of PTA?

- Parents & Caregivers
- Teachers & Administrators
- Community

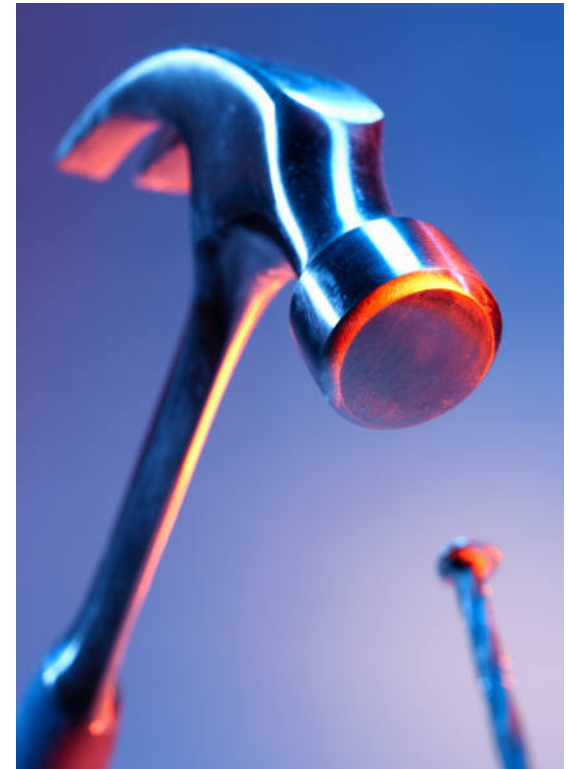
What are they looking for?



Customers: Teachers & Administrators

What do they need?

- Communication
- Support
- Parent involvement
- Fiscal accountability
- Trained volunteers
- Advocates



Customer: Parents, Guardians, Caregivers

What do they need?

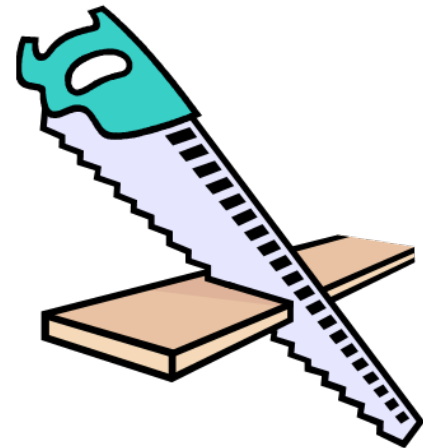
- Support
- An understanding of the school system
- Child development training
- Resources
- Advocacy skills
- Successful schools



Customer: Community Members

What do they need?

- Safe schools
- Cost-effective programs
- Fiscal and socially accountability
- Help meeting their goals
- Tax relief



Exercise

Explain the difference between a PTA and a PTOther, what value PTA provides, why dues and members are necessary. Make 3 main points.

Audience:

- 1) Local Chamber of Commerce (PTA and non PTA in attendance)
- 2) Superintendent and principals in non-PTA school district.
- 3) 200 parents gathered to decide new school parent group composition. Some PTA and some non.



Florida PTA

Legislative/Advocacy

Health and Wellness

Programs

Leadership

Arts in Education

Thank You!

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