

National PTA Reflections Program Tips for Promotion!



Information Flyer:

Send home a copy of the PTA Reflections Flyer to each student. It will give the parent an opportunity to request more information from you by providing their email address. Once received, email them the Information Packet which gives them all the rules and details. Also, let them know you are holding an after-school workshop soon!

Host an after-school workshop!

This is by far the BEST way to promote this program. Host an after-school workshop from 3-5pm. Provide paper, pencils, crayons, colored pencils, paint, etc., and let them work on their projects at the workshop. Have someone explain what the contest is first and that the theme is "Heroes Around Me" and their art needs to relate to that theme. Talk with them about ideas they could do, ask them what are heroes to them? Is it a parent? A First Responder? A Teacher? Get their creative juices flowing by talking about what heroes are to them and explain that it's different for everyone. Then have them sketch it with pencil first and have your volunteers go around and help with suggestions, etc. Then when they feel its ready, give them a better-quality paper that's thicker, and larger to do the actual drawing on. Once they're done, have volunteers work with them on their artist's statement that explains what their project is. Before they leave, the parent must finish filling out the student entry form for their child and sign it. Then at the end of the workshop you have the completed projects ready to go for your judging!

Now that the student has an idea of how to do the project, they can do additional projects at home with their parents and submit prior to your deadline OR simply submit the one they did at the workshop. Multiple entries are allowed!

Student Recruitment Messages

Share that your school is having the Reflections Art Program this year and are looking for entries. You may find these messages work best within a school newsletter, during morning announcements, Facebook, and at your regular PTA meetings and school activities. Print a flyer and hang it in your school's office! We suggest using Social Media and your school newsletter as a must!

Sample Facebook posts:

“This year our school is holding a PTA Reflections program! Have your student create an original form of art around the theme, “Heroes Among Us.” The artwork can be in six fun categories including dance, film production, literature, photography, music or visual art through drawing, coloring, painting, etc. Please Email (INSERT NAME/EMAIL) to receive a Reflections Information Packet today!”

“We are hosting an after-school PTA Reflections Art workshop! Sign up today for your child to participate in the program and create an original art project that will be included in the Reflections Contest this year! All students will receive a certificate for participation and the top Four Winners in each category will receive a trophy!”

Facebook Image:

<https://www.pta.org/images/default-source/images/programs/reflections/2018/heroes-around-me-social-media-call-for-entries.jpg>

Additional Resources:

Visit ShopPTA.com for awards and recognition supplies.

National PTA Reflections Toolkit:

<https://www.pta.org/home/programs/reflections/startyourprogram#toolkit>

E-Learning Course provided by National PTA

http://www2.pta.org/NewPTAReflections/story_html5.html

National PTA Website: www.pta.org

West Virginia PTA Website: www.westvirginiapta.org