

# 2019 Regional Training



# PTA began speaking on behalf of children more than 100 years ago. We advocated for:

- Kindergarten
- Safe buses and seatbelt regulations
- Nationwide school hot lunch program
- Improved playground safety
- School libraries
- Separate juvenile justice system
- Television Rating System
- Family Engagement Centers



# Why does our school need a PTA?

- Receive non-profit management training and resources.
- Access family engagement programs.
- Qualify for grants and awards.
- Belong to a large network.
- Champion education causes.
- Informed parents.
- Manage volunteer power.
- Improved communication.
- Advocate on a federal level.



# What is PTA and our Mission?

*What does the  
PTA (Parent Teacher Association)  
stand for?*

**“All Children”!**



## PTA Mission

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

# Why Do Students Join the PTSA?

(PTSA: Parent Teacher Student Association)

- Participate in National and WV PTA programs.
- Be leaders and speak up for their school.
- Scholarships and recognition!
  - WV PTA had an “Award of Merit” Winner at the National PTA level for Reflections:
    - ❖ Riley Shank, Middle School Division (Grades 6-8) from Musselman Middle School PTSA
  - Presented \$2,500 in scholarships to graduating seniors this year alone. More planned for 2020!



# What Do Your State & National PTA Membership Dues Pay For?

- ✓ Improved communication through leader training, idea sharing, and support from our WV PTA leaders, especially on non-profit requirements.
- ✓ Access to the most current resource materials and programs that add value to your PTA.
- ✓ Student Programs like Reflections, Student Healthy Recipe Challenge - with state and national recognition.
- ✓ Access to family engagement programs.
- ✓ Qualify for grants and awards.

# What Do Your State & National PTA Membership Dues Pay For?

- ✓ Volunteer recognitions through our annual Awards & Membership Programs.
- ✓ Champion education causes in your school and community such as adequate funding, health and nutrition and a quality education.
- ✓ Advocate on the federal level for Legislative and Advocacy Initiatives (National PTA Legislative Conference).
- ✓ Supporting our WV PTA Convention filled with resources and speakers on the latest topics in education, managing your PTA, and networking plus our vendor exhibits pertaining to fundraising, school programs/activities & more!
- ✓ Represent EVERY child!



*everychild.onevoice.*®

## Two FREE Memberships for Diverse Families at each local unit!

- Each Local Unit may decide how to choose the two memberships.
- The State and National Portion of their memberships will be paid by WV PTA.
- Use the information form in the binder to send the two recipients contact information to the state.
- Include with your normal monthly membership dues form.
- The WV PTA hopes that each unit will waive their dues portion for these two memberships to provide a FREE membership to these parents.
- Contact Ginnie Molnar at [diversity@westvirginiapta.org](mailto:diversity@westvirginiapta.org) if you would like more information about our initiatives with special needs families this year!



# PTA Member Benefits

## National Level

- National PTA teams up with businesses committed to supporting PTA's mission of serving all children by offering our members special discounts, fundraising opportunities and other unique deals.
- For details, visit the National PTA Website.

<https://www.pta.org/home/About-National-Parent-Teacher-Association/Benefits-of-PTA-Membership/Save-Money-with-Member-Offers>



# PTA Member Benefits

## State Level

### WV Tourism

- Lodging:
  - 10% off any lodge, cabin or camping stay.
- ZIPLINE:
  - 10% off a zipline tour at Pipestem Resort State Park.

### Park & Attractions

- Dedicated Discounts for:
  - Kennywood
  - Zoo/Aquarium
  - Children's Museum of Pittsburg
  - Carnegie Science Center

**Valid through June 30, 2020**

Visit [westvirginiapta.org](http://westvirginiapta.org) to Register your PTA Card and receive the discount codes.

# Membership Awards

## *Certificates:*

- **Blue Seal:** 10% increase in membership over last year
- **Red Seal:** Membership equals 50% of school enrollment as of 11/15/2019
- **Gold Seal:** One adult per child in school
- **Gold Seal/PTSA:** One adult per student and 30% of student enrollment



## *Oak Leaf Award (Plaque or Bar)*

- A plaque is given the first year. Each additional year, a gold bar with the date engraved will be given to the local unit to place on the original plaque. This award is based on:
  - Based on School Enrollment of 40%



# Membership Awards



## Special Awards

- PTAs with a membership increase of 50 or more
- PTA with the largest membership increase regardless of enrollment:
  - The largest PTA in West Virginia will be recognized with the West Virginia PTA Traveling Trophy!
- PTA with the largest membership increase over last year (based on percentage)
- PTA with the largest membership increase by Region over last year (based on percentage)

## Incentive Awards

- Back to School – units submitting 25 or more members before September 15th.
- Early Bird – units submitting 25 or more members between Sept. 15th and Oct. 1st.
- Membership Magic – units reaching 75% of previous year's total membership by 11/15.
- 100% Faculty – units with 100% of faculty and administrators belonging to unit.
- Focus on Fathers – 30% of membership is comprised of fathers/male guardians.



- What is MemberHub?
  - A tool that makes running the PTA easier.
  - The system puts all your online tools in one place, making it easier to engage families, raise funds, and stay in good standing.
  - You and your volunteers will save hours on admin tasks so you can focus on connecting with your children and supporting your school.

# With MemberHub, you'll get:

- ***An online storefront.*** Sell PTA memberships (including bundled and customized memberships), spirit wear, and collect donations — all online. Membership information is automatically reported to your state, and members receive an electronic membership card in their emailed receipt.
- ***A channel to raise more funds and keep them in your school.*** You get your own fundraising channel in MemberHub. It's simple: Send PTA emails to your families, and local businesses sponsor the emails.
- ***Capabilities to better engage families & grow membership.*** Keep families in the loop with email and text communication tools, targeted lists, school calendars, volunteer signups, file sharing, and directories.
- ***Tools that save you time on admin work and make it easy to stay in good standing.*** Your account automates dues remittance, membership reporting & state PTA compliance.

# What is required of me?

- The only requirement is to use MemberHub to manage:
  - Your PTA membership.
  - Your officers.
  - Good-standing requirements.

# What are the benefits?

- MemberHub has built-in benefits for PTA leaders, including:
  - Online purchase of PTA memberships, with emailed membership cards.
  - Automatic membership reporting to the state.
  - Easy submission of good-standing confirmations.
  - Instant dues remittance via ACH.

*PTA units must meet these requirements every year with their state, and MemberHub makes it easier.*



# Will the PTA member still get a membership card?

- Online:
  - Yes! Each person who buys a PTA membership in your school store.
  - The membership card will automatically be added to his or her user profile.
  - An email receipt of their payment will be received with an electronic membership card.
- Paper Sign Up Forms/Open House:
  - You can also enter member information for people who paid with cash or check.
  - Once they are entered, they will receive an email with their membership card.
  - If a member doesn't submit an email address but still wants the card, enter the individual into MemberHub and then print their membership card from their profile.}

## What are the fees to use MemberHub?

- MemberHub software is free to partnered PTA units.
- MemberHub charges a small transaction-processing fee on payments.

## How does MemberHub make money?

- Offers an email sponsor program with excellent value for units.
- Continually enhances system integrations, and sells platform ads.
- MemberHub also sells the software to other entities at up to \$1,200 annually.
- MemberHub wants to make family engagement in schools a top priority, just like the PTA. That's why MemberHub partners with state PTAs to provide the technology to PTA units at no charge.

# How much are the fees associated with MemberHub?

- For state dues, the ACH fee is just \$1, no matter how much the transaction is.
  - Currently, ACH is only for remitting state dues. In many cases, \$1 is less than a stamp, envelope, and your time to handle it.
  - **NOTE:** At this time MemberHub allows eCheck for state dues payments only, not for purchases in the online store.
- [WePay](#), MemberHub's payment processing company, and MemberHub charge in total 3.5% + \$0.50 per credit card payment.
  - Similar services charge as much as 7% plus \$0.50 comparatively, so MemberHub saves in fees over other services.
- There are no fees from MemberHub for cash or check payments for members entered manually.

# Do PTA local units need to set up a store with memberships in it to take membership payments online?

- Yes! Setting up memberships, including standard and custom memberships types, is part of the [store setup process](#).

# How do we manage membership?

- **No longer necessary: Keying in contact info & tinkering with spreadsheets.**
- **In MemberHub, you get a dynamic contact list**, rich with information about your contacts' activity & participation. The list is directly connected to step-by-step tools for setting up events, fundraisers, newsletters & more.
- **Let your contacts build your list for you!** Supporters can easily buy memberships online & request site access, and they'll add their own information to fill out your database.
- **Empower your contacts to manage their own data**, profile visibility, and notification preferences.
- **MemberHub is not just for members.** Communicate across your community to recruit new members & volunteers.
- **Provide a searchable directory** to connect your supporters.

# How does MemberHub streamline communication?

- **Get your message across & make your life easier.**
- **Get better responses to your communication with combined email and text messaging** that goes straight to your contact database in MemberHub.
- **Cut down email fatigue** by targeting messages to individuals, classes, grade levels, clubs, teams, and more.
- **Create newsletter templates** for professional communication that gets your supporters' attention.
- **Collaborate with other leaders in the cloud** to produce & approve newsletters.
- **Simplify your schedule** with automatic email distribution.
- **Understand how many people are reading your messages** with analytics like open rates.
- **Delight your community with one predictable source** for your important information and requests.

# How can we fundraise using MemberHub?

- **You don't have to be an expert.** MemberHub gives you many ways to raise funds - from "no-fuss" fundraisers in your e-store to our exclusive SponsorShare program.
- **Make it easy for people to contribute,** with online payments, and mobile accounting support (coming in 2019).
- **Give parents a single "storefront"** to buy memberships and support multiple PTA fundraisers and cross-selling.
- **Custom and bundled memberships** in your e-store make great "no-fuss" fundraisers

# Does MemberHub have an event planner?

- **Yes! Let them think you had an event planner.**
- **Create events that are fun and meaningful** for your PTA- without all the legwork.
- **You don't have to be an expert.** Follow simple steps to create, schedule & promote events.
- **Delight volunteers and event participants** by sending them to one place to get information, sign up to help, and buy items & tickets for the event.



# What about donations and payments?

- **Makes it easy to pay!**
- **Flexibility, speed, and security** help your fundraisers, events, and campaigns succeed with flying colors.
- **Make it easy for your supporters to pay online** with your own e-store.
- **Centralize your payment processing** to save time and reduce errors with cash and checks.
- **Create a single system of record** for your organization's finances - making it easier for your treasurer to reconcile and report.
- **Keep 100% of the money you raise in your school** with flexible fees settings.

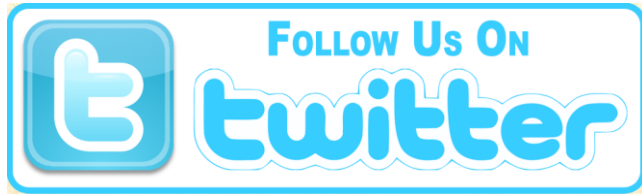




# Have you completed your Local Unit Officer Form online?

- Be sure to stay up-to-date with West Virginia PTA and National PTA by submitting your new officer list on the state website!
- Visit [www.westvirginiapta.org](http://www.westvirginiapta.org) and look under the Local Unit Information tab

# West Virginia PTA Marketing



[www.twitter.com/westvirginiapta](http://www.twitter.com/westvirginiapta)

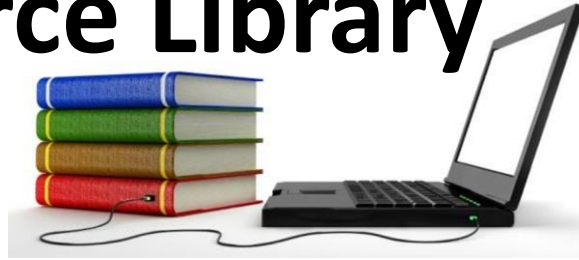


[www.facebook.com/westvirginiapta](http://www.facebook.com/westvirginiapta)



[www.pinterest.com/westvirginiapta](http://www.pinterest.com/westvirginiapta)

# Resource Library



- Visit the website at [www.westvirginiapta.org](http://www.westvirginiapta.org)
- Look under “Programs” and “Resource Library”
- Submit your notes or flyers from your most popular events and activities to [library@westvirginiapta.org](mailto:library@westvirginiapta.org) and it will be included on the website!



# National PTA Training Resources

## Local PTA Leader Kit

- Join the PTA Boot Camp Now!
- Register/Login at <http://www.ptakit.org/> to enroll in the PTA Boot Camp, which unlocks:
  - A week of **daily PTA Boot Camp emails** with practice tips, template tools and inspirational videos in the areas you need it most!
  - A **DIY Kit for Membership Growth** delivered right to your door!
- Special invite to a **PTA Leaders-only** Group on Facebook
- ***Our Children Magazine*** subscription (electronic and print)
- **PTA Leader Alerts & Updates** on PTA Grants, programs, and advocacy wins
- **Office Depot discounts** and more!

# National PTA Training Resources

## E-Learning Courses

- Visit <https://www.pta.org/home/run-your-pta/elearning> and register for courses
- List includes:
  - Board Basics
  - Local Unit President
  - Local Unit Treasurer
  - Local Unit Secretary
  - Parliamentary Procedure
  - Quick Guide to Budget Basics
  - **NEW** - 501 (3)(c) Basics for Local PTA's
  - Planning Your PTA Year
  - Preventing Theft in Your PTA
  - **NEW** - Membership 101: Design Your Membership Plan
  - –Effective Advocacy for Your Child
  - Reflections Leader Training
  - Writing & Proposing PTA Resolutions

# *What does it mean for your PTA to be in “Good Standing”?*





# Local Unit and County Council Standards of Affiliation


In order to remain tax-exempt and a chartered PTA, a local unit or county council must be in good standing.



# Local Units in Good Standing

- Local Unit Officer Form by July 1<sup>st</sup> each year (email/electronic)
- Dues for at least 10 members paid by Oct. 1<sup>st</sup>
- Bylaws (approved every 3 years)
- Audit submitted to WV PTA (120 days after fiscal year)
- 990 submitted to WV PTA (30 days after submission to IRS)
- General Liability and Bonding Insurance (annually)

# Why are there Standards of Affiliation?


- These requirements help ensure that PTAs stay on track
- You are already required to perform most of these tasks by the IRS
- They are designed for your protection
- West Virginia PTA can help with record retention now even better with **memberhub**  if you're ever audited or items are needed by your school.

# By being in good standing you receive...

- **NEW** → County Boards' of Education are requiring this for all groups raising funds for schools!
- Affiliation with West Virginia PTA and National PTA
- All West Virginia PTA and National PTA Resources
- Participate in Programs such as Reflections and Student Healthy Recipe Challenge
- Eligibility for grants and awards
- The West Virginia PTA Quarterly Bulletin and National PTA's *Our Children*
- Nonprofit tax exemption
- Exemption from West Virginia Sales Tax
- Sending voting delegates to convention




# Things to Remember!

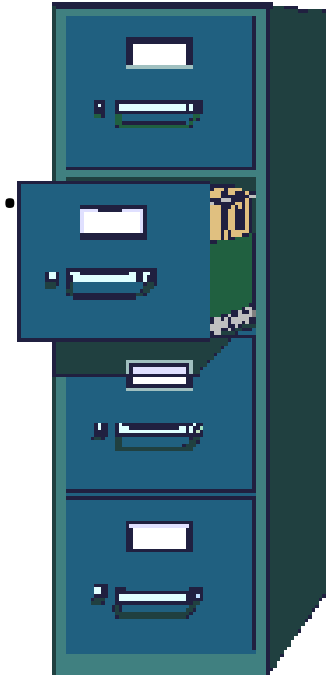
- State and National Membership Dues are due monthly to West Virginia PTA by the 15<sup>th</sup>.
  - \$1.50 for State and \$2.25 for National.
-  **memberhub** now available to all local units called for Local Unit Membership and Dues Report submission.
- Sending in the paper form is still an option this year but we prefer the online method. Benefit...no need for paper cards!
- If no memberships are sold, do not submit!
- Each unit should report a minimum of ten (10) members by October 1<sup>st</sup> to remain in good standing.

# Did You Know?

- All monies deposited into a PTA account will be considered PTA funds by the IRS. A PTA should never deposit school or school-related money into its account.
- PTA's do not share their EIN number with their school or sales tax exemption, they are completely separate.

# Record Retention

- Central & secure location at school.
- Use **memberhub**  for online storage.
- Maintain:
  - Audit Reports
  - Three (3) Year's Budgets
  - Seven (7) Year's Financial Records
  - Meeting Minutes/Correspondence



# Banking



- Have bank statements sent to the school.
- Have a non-signer go over the bank statements and initial (now a requirement for most insurance).
  - Principal is a smart choice.
- Two signatures on all checks.



# To Protect the Association and the Officers:

- **Never** sign a blank check.
- **Never** mix PTA money with school money.
- **Never** open a credit card.
- **Never** hold PTA money overnight.
- **Never** reimburse for an expense without proper receipts.



# Handling Money

- Try to avoid cash, if possible.
- Always have two people count the cash.
- Treasurer gives chairperson a receipt for cash and keeps a copy.

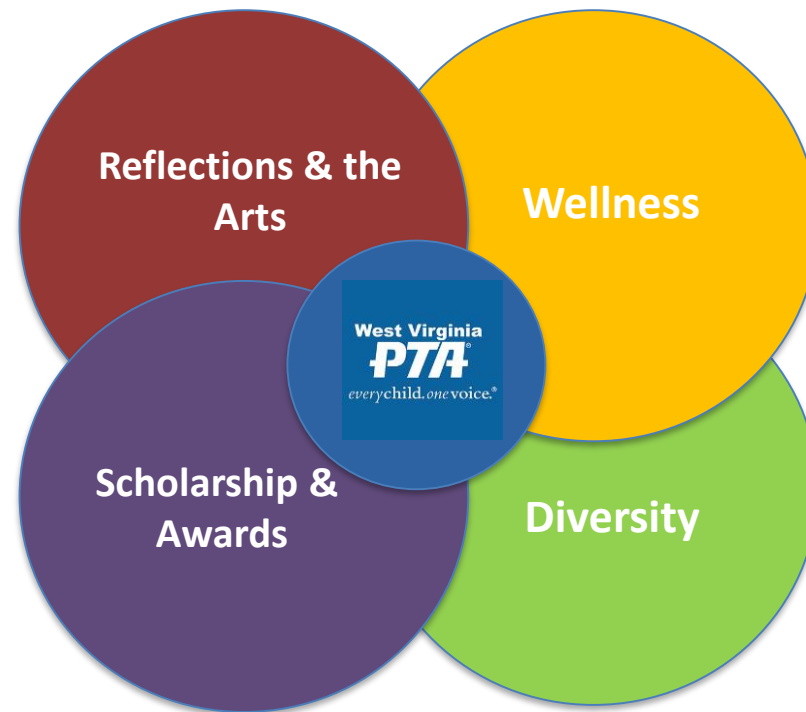
# Expense Reimbursement

- Use and fill out an expense reimbursement form. This is very helpful during an audit.
- Don't ever reimburse without a receipt or proof of expenditure
- Check the receipts to make sure you know what you are paying for.
- Must be within the budget guidelines or it needs membership approval.

# If Fraud is Suspected

- **DO NOT** make accusations! (libel, slander)
- Determine suspect's access to other PTA resources.
- Gather facts, documents, and interviews.
- Identify all accounts involved and consider freezing or closing them.
- Contact your WV PTA Treasurer or President.
- Contact the authorities.
- Contact the insurance company.

# West Virginia PTA Programs



# REFLECTIONS

2019-2020 THEME:

*“Look Within”*

## Categories:

Visual Arts

Literature

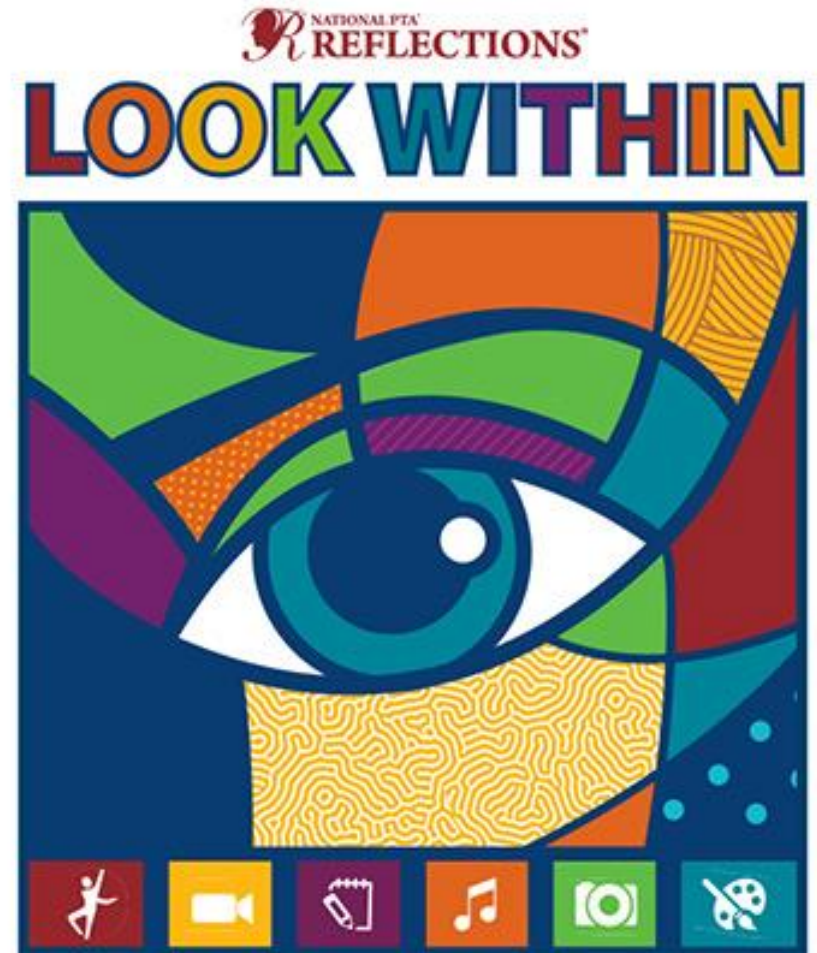
Photography

Dance Choreography

Film Production

Musical Composition

\*Special Artist’s Division



# Reflections



- Deadline: **February 1, 2020**
- State Reflections Awards Ceremony
- For rules, guidelines, and any further questions, please reference the Reflections guide or email [reflections@westvirginiapta.org](mailto:reflections@westvirginiapta.org)
- ***Let us help you get your program started for your PTA!***

# WV PTA Scholarship Program

- West Virginia PTA is proud to offer scholarships to graduating seniors from West Virginia's public high schools.
- Each year, West Virginia PTA awards several \$500 scholarships.
- Funding is provided by the generous support of donors and the West Virginia PTA Scholarship Auction. held in conjunction with the annual convention,
- The Scholarship Fund is also supported through the purchase of a West Virginia PTA Honorary Life Membership.





# WV PTA Honorary Life Membership

- Life membership in the West Virginia PTA is an *honorary membership* that is presented in recognition of outstanding and faithful service performed in the interest and welfare of children and youth.
- The recipient need not be a member of a PTA; he/she could be a teacher, principal, superintendent, board of education member, crossing guard, any person who has given outstanding services to children and youth.
- When presented with a Life Membership, the recipient receives a honorary life membership pin and certificate recognizing their service to all children and youth.
- A West Virginia PTA Life Membership can be purchased for \$45 from the West Virginia PTA. \$15 of the cost supports the West Virginia PTA Scholarship Fund.

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*Honorary Life  
Memberships*

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# West Virginia PTA Student Healthy Recipe Challenge

Contest  
begins  
November 1



This color flyer along with the rules and student entry form can be found online at [westvirginiapta.org](http://westvirginiapta.org)

Entries can be received beginning November 1 as a kickoff for National PTA Healthy Lifestyles Month!

Deadline: February 15th

## West Virginia PTA Student Healthy Recipe Challenge



West Virginia PTA is looking for original, healthy recipes created by our students! This contest is open to all WV students in grades (kindergarten-12) in seven fun categories.

Students can enter one recipe in each category and winners will be recognized at the 2020 West Virginia PTA Reflections Luncheon



West Virginia  
**PTA**  
everychild.onevoice.®

### Entry Period:

November 1, 2019  
through  
February 15, 2020

### Eligibility:

Open to all West Virginia students in grades K-12

### Age Divisions:

Primary (K-2)  
Intermediate (3-5)  
Middle School (6-8)  
High School (9-12)

### Recipe Categories:

Hearty Breakfast  
Nutritious Lunch  
Wholesome Dinner  
Nourishing Snacks & Appetizers  
Healthy Desserts  
Allergy Free  
Recipes Best  
Cooking Video!

Visit the West Virginia PTA website for more details on the contest, rules and requirements.

[www.westvirginiapta.org](http://www.westvirginiapta.org)

# 97th Annual West Virginia PTA Convention



*Let's Connect Our PTA's*

*April 18, 2020*

*Marriot Waterfront  
Morgantown, WV*

# Awards Packet

- **CELEBRATE OUR CHILDREN AWARD**
- **COUNTY COUNCIL AWARD**
- **LOCAL UNIT AWARD**
- **LOCAL UNIT GREAT PROGRAM IDEA AWARD**
- **LOCAL UNIT GREAT MEMBERSHIP CAMPAIGN IDEA AWARD**
- **OUTSTANDING BUSINESS PARTNER OF THE YEAR AWARD**
- **OUTSTANDING PRINCIPAL OF THE YEAR AWARD**
- **OUTSTANDING SERVICE PERSONNEL OF THE YEAR AWARD**
- **OUTSTANDING TEACHER OF THE YEAR AWARD**
- **STAR VOLUNTEER AWARD**
- **STUDENT'S GOOD JOB AWARD**



**DEADLINE:**  
**March 1, 2019**

# Fostering a Great Relationship Between Your School and PTA

- Build a PTA partnership with your school and work together for the betterment of your school, students and volunteers.
- Discuss real world PTA issues that you face as a PTA volunteer leader and use tools to improve your relationships.



# Where do we start?

- With your officers, develop a plan for the year of what your PTA wants to accomplish.
- Schedule a meeting between your PTA Officers and your administration.
  - Discuss your PTA plan.
  - Schedule dates that work with the schools calendar, testing dates, or other activities the school has planned.
  - Discuss expectations and ground rules.
  - Discuss how your PTA guidelines are typically up to 3 free activities for every fundraiser.



# What do we do when we can't agree?

## ➤ Acceptance

- ✓ Realize that there are ground rules that a PTA must follow when working with administration.
- ✓ Schools have guidelines they must follow to ensure the safety and security of all students.

## ➤ Compromise

- ✓ You may also present how other schools have been successful with their events.
  - ✓ Understand that if it is something new, some people are afraid of change.

Accept what is,  
let go of what was  
and have faith in  
what will be.



# What do we do when we can't agree?

- Do your homework – investigate how other schools have been successful and what the advantages were for their school.
  - ✓ For example: Funding, Family Engagement, Academic Enrichment, Exposure to the Arts, etc.
- Be prepared to present another idea.
- Ask if an alternate date can be arranged.
- Finally, ask if the administration would mind of you had the event offsite.



# Tips for Success...

- Generate options with the vision of a win-win outcome.
- Develop an agreement for all.
- Clarify the details. Don't make assumptions.
- Be honest and cordial.
- Listen and work together.
- All relationships take time to develop trust and strong partnerships.



# Building a Volunteer Network

- We need to “value” volunteers.
- Prospective volunteers become customers.
- They can be strong advocates for the PTA mission.
- Can be persuasive on a volunteer recruitment team.



## Valuing Volunteers

### Maintaining Contact with Volunteers

There's no substitute for maintaining effective communication with your volunteers! The time you spend making sure that the lines of communication are open between your library and the individuals who freely share their time, you'll be on your way to cultivating solid relationships with volunteers who are likely to remain loyal to your organization for many years to come.

# Get rid of...

## “I Just Don’t Have The Time” myth.

- Get to know your volunteers.
  - ✓ Host a kick-off meeting and welcome your volunteers.



# Communicate your needs!

- Create a volunteer form.
  - List all the requirements for the year.
  - Ask what skills your volunteers have.
  - Learn their strengths and weaknesses.
  - List times...be specific.
- Have your form available to fill out or return to school.
- Have veteran volunteers at your welcome meeting to help talk about committees, ideas, etc.



# Other Valuable Communication Tools!

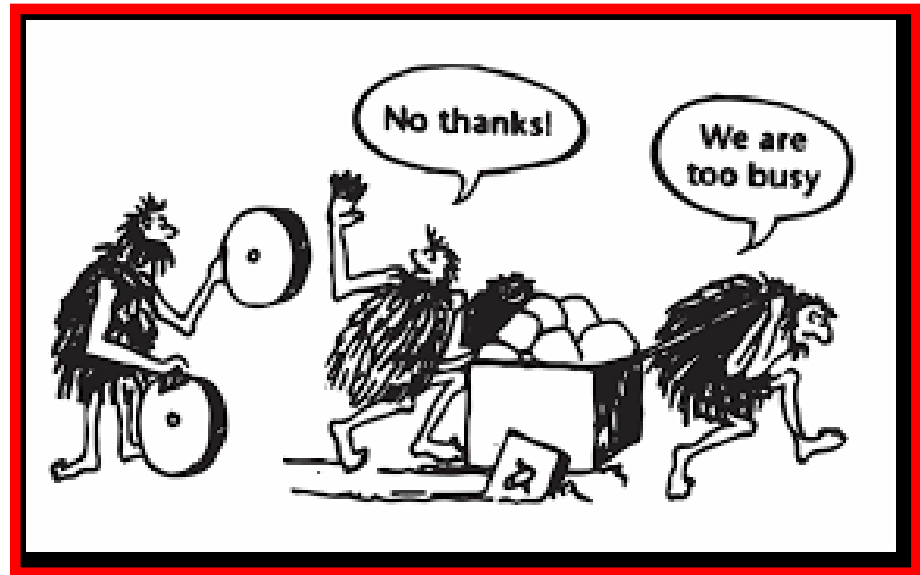
- **memberhub** 
- Sign Up Genius
  - Coordinates events and volunteers in minutes.
- Volunteer Coordinator Position
  - Responsible for coordinating volunteers at events.
- Surveys
  - A great way to improve and to determine the best way!
  - Use Survey Monkey for free for up to 10 questions.



# Engage Parents and Involve Local Businesses in Supporting PTA Programs



*The 7 most expensive words in business!*



*This will end a relationship before it even begins!*

# Engage and Involve

- Maximize Sponsors...find legitimate ways to connect PTA members to your sponsors.
  - Examples: Partners in Education, Dental Services, Cleaners, Car Wash, Real Estate, Autocare.
- Make the Connection... reach beyond members and include the community at large as well as other local businesses.
  - Example: Car Care 101 - Licensed mechanics taught students how to change a flat tire, check fluid levels, where to add oil and much more.



# Consequences of Stagnation

- Stymies creativity...which may turn off newcomers.
- Missed opportunities for growth.
- Lose volunteers.
- Loss of fundraising \$.



# Refresh, Replace, Retire

- If it hasn't changed in 10 years...refresh it.
- If it's outdated, replace it.
- If no one attends, it's time to retire it.



***AND....If no one volunteers....it's okay to cancel it***

**IT'S OK TO SAY**

*no*

# Let's Discuss PTA Recognition

- Principal is a PTAs #1 Cheerleader!
- Celebrate your SUCCESSES!
- Student Service Program
- “Marketing” table set-up at all events.
- Volunteer Awards
- Business Recognition
- Vehicles of Communication
- PTA Year in Review



We appreciate your  
generosity for INVESTING  
in the future –  
THE KIDS!!

It's important to... **HAVE FUN**

# Fundraising Tips

- Plan how to accomplish projects/timeframe.
- Identify gaps in resources when choosing.
- Branch out and broadcast!
- Outreach and partner.
- Focus on what's important.
- Make sure it's reasonable and has value.
- Don't assume it won't work...it's worth a try!



# Fundraising Types

- Fundraising Catalog Companies

BOON SUPPLY



HAPPY BOA™  
Featherless and Faux Fur U.S. Pat. No. D814,740

GREAT GA AMERICAN™

- Direct Sales

Spiritwear



# Fundraising Types

- Fitness/Alternatives



- Auctions



TUFT & NEEDLE

# WV PTA Presents...

## @HELPOURSCHOOL

- No-Cost Fundraiser
- Membership Savings Program
- Continuous Fundraising Made Simple.
- Helping “You Save” Utilizing a Smartphone App
- Reusable Discounts at Over 350K Retailers Nationwide
- None of the Usual Hassles:
  - No Inventory
  - No Door-to-Door sales
  - No Sorting/Delivering

# How does @HELPOURSCHOOL work?

- \$20 membership fee to your supporters.
- PTA's profit at \$9 per each membership sold.
- PTA's get 45% of the portal profit.
- Nets supporters a minimum annual savings of over \$200.
- Has the potential to generate high profits for the PTA.
- Connects their supporters and their families to local businesses.



# The Savings Go Everywhere with You!

- Using the smartphone app.
  - iPhone and Android compatible.
- Retailers are categorized by product or service.
  - From entertainment to automotive, dining to drugstores.
- The retail base grows by 10,000 yearly.
  - Automatic renewal notification on membership expiration.
- GPS feature shows you deals within 25 miles of your current location then guides you to them.
  - New deals regularly.
- Deals are usable over and over!
  - Partner website also has thousands of additional printable offers and online discount codes.
- Supporters can help your program from any location.
  - Your custom portal raises money 24/7, every day of the year.

# How does your PTA get started?

- Sign-Up with WV PTA today!
- PROFESSIONAL SUPPORT STAFF...You will have a Professional Support Staff to assist you as much as needed along the way.
- CUSTOM BRANDED PORTAL...Your logo and colors are displayed.
  - You can even have a custom URL if you choose.
- FREE PROMOTIONAL MATERIALS...You will be helped to jump-start your efforts with print, email, and social media templates.
- ZERO UP-FRONT INVESTMENT...the automated system eliminates the need for the standard buy-in required with other fundraisers.
- PERPETUAL FUNDRAISING...Your fundraising portal is active 24/7 for the duration of your fundraiser (year-round if you'd like)



# GRANT OPPORTUNITIES

**National**  
**PTA<sup>®</sup>**

*everychild.onevoice.<sup>®</sup>*

**APPLY NOW**

# 2019 PTA Connected Be Internet Awesome Family Workshop Grant, Sponsored by Google

- **July 10 - September 8, 2019**
  - You could be among 75 local PTAs who receive \$1,000 in funding and materials, OR one of up to 20 state/district/council/regional PTAs who receive \$5,000 in funding and materials to host Be Internet Awesome Family Workshops in their school community during the 2019-2020 school year.

# 2019 PTA Connected SmartTalk Conversation Grant, Sponsored by Symantec

- **July 10 - September 8, 2019**
  - You could be among 25 PTAs across the country who receive \$1,000 to host a SmartTalk Conversation at their school during the month of February, in celebration of Safer Internet Day on Feb. 11, 2020. This grant program is great for first through eighth-grade students.

## 2020 Take Your Family to School Week Grant, Sponsored by Office Depot OfficeMax

- **July 10 - September 8, 2019**
  - You could be among 15 local PTAs from across the country who receive \$1,000 to host events during National PTA's Take Your Family to School Week, which will be held Feb. 16-23, 2020. This program is great for Pre-K through fifth-grade students.

# 2019 Healthy Hydration Grant, Sponsored by Nestlé Waters North America

- **July 10 - September 8, 2019**
  - You could be one of 25 local PTAs who receive \$1,000 to host hands-on and engaging Healthy Hydration Programs during Healthy Lifestyles Month this year—November 2019. This program is great for PTAs of all grades, Pre-K through 12th-grade.

# 2019 STEM + Families Science Festival Grant, Sponsored by Bayer

- **July 10 - September 8, 2019**

➤ Your PTA could be:

- One of 30 local PTAs to receive \$1,000 plus \$250 for supplies to host a STEM + Families Science Festival
- One of five State/District/Council/Region PTAs to receive \$3,000 plus \$500 for supplies to host two STEM + Families Science Festivals
- One of 10 elementary and middle school Renewal PTAs to receive \$500 to host a STEM + Families Science Festival



# 2019 STEM + Families Math Night Grant, Sponsored by Mathnasium

- **July 10 - September 8, 2019**
  - You could be one of 35 local PTAs to receive \$1,000 to host a STEM + Families Math Night, plus a connection to your local Mathnasium franchise, who will help you run the event. This program is best suited for elementary school students (Pre-K through sixth-grade).

# WV PTA Family Engagement Mini-Grant

## Qualifications

- At least two(2) PTA officers from a local unit must be in attendance at Regional Training.
- Fill out a short questionnaire regarding ***Family Engagement Activities*** and turn in before you leave Regional Training.
- WV PTA will select the winner of two(2) \$250 grants for your PTA in Mid-September.
- Winners will be announced via Facebook and our Website.

GRANT  
OPPORTUNITY

Thank  
you