

Let's Connect

QUARTERLY NEWSLETTER OF
THE WEST VIRGINIA PTA

HOW DO YOU PTA?

This school year has presented challenges that could not have seemed possible. We have learned that in order to support children, teachers, families and our schools, we have had to PTA much differently.

When the summer began, WV PTA started developing tools and training to help our local units run their PTAs differently. These trainings and tools are available on our website for all to view.

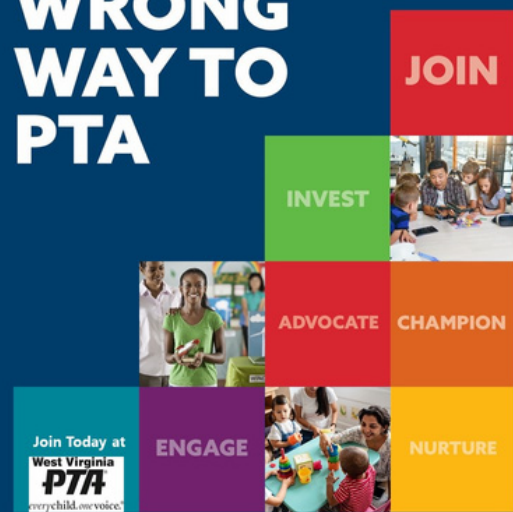
National PTA also created a new Membership Campaign "**PTA for Your Child**", to engage and excite new members and existing members by making the work of the PTA more visible and highlighting the value and impact of PTA. The fact is that we can do more together than apart. Along the way, we eventually need to focus on the reality that "There is No Wrong Way to PTA". As a PTA leader myself, I've learned that we do the best we can and must realize that we cannot always accomplish everything we want to. My heart will always focus on what is the best for all children. I know that you feel the same because you are volunteering to insure the children of WV get the support they need during these challenging times.

The focus of this Newsletter is to summarize the resources that I have mentioned and more! Take the time to educate yourself by utilizing one of these tools and programs to help run your PTA and to further improve. Having these resources available to you are the advantage of being a PTA.

We look forward to continuing to support you in these challenging times.

Rose Rossana, President - WV PTA

**THERE
IS NO
WRONG
WAY TO
PTA**



"New" Membership Campaign

Go to:

<https://www.pta.org/home/run-your-pta/membership-campaign>
for details and downloadable
templates.



I Matter Because...

2020-2021



Implement the Reflections Program!

Through the Reflections Awards Program, you can play a role in providing a positive learning environment for students that fosters self-exploration, encourages creative thinking and problem-solving, and promotes the exploration of arts and culture in the home, school and community. Any active PTA/PTSA in good standing is eligible to implement a Reflections Program.

- **Deadline for projects to be submitted to the State PTA is February 2, 2021.**
- **Projects can be saved on a USB and mailed or electronically submitted via Drop Box.**
- **<http://westvirginiapta.org/reflections.shtml>**

MAKE YOUR PTA VIRTUAL

The COVID-19 pandemic has dramatically changed how PTA/PTSA's communicate, grow and accomplish goals within their school communities. Many PTAs have successfully used web/app-based technology, software and resources to continue strong leadership and build and grow their PTA community.

- Get Great Examples
- The Leadership Training You Need
- Grow Your Membership, Virtually!
- Online Programs, Made Easy
- Family Engagement, Socially Distanced

Check out all of the resources that National PTA has presented to help your PTA function during these challenging times.

<https://www.pta.org/home/run-your-pta/lead-a-virtual-pta>



Student Health Recipe Challenge

West Virginia PTA is proud to continue this program for all students in West Virginia! The West Virginia PTA Student Healthy Recipe Challenge is designed to encourage healthy lifestyles and support family engagement in the kitchen!

Program Categories: Hearty Breakfast, Nutritious Lunch, Wholesome Dinner, Nourishing Snack and Appetizers, Healthy Desserts, Allergy Safe Recipes, and Best Cooking Video.

- **Students can enter one recipe in each category.**
- **Winners will be recognized at the 2021 West Virginia PTA Convention.**
- **Deadline for all entries is March 1, 2021.**
- **Entries can be submitted online.**
- **Mail in entries with USB or link to file must be postmarked by February 22, 2021.**

<http://westvirginiapta.org/recipechallenge.shtml>

westvirginiapta.org

Follow us on





In 2018-2019, we started announcing that we were transitioning to electronic membership cards when we rolled out our new system called MemberHub. If you recall, this is a free system to all of our PTAs in West Virginia that is a \$1,200 value. This online program allows you to run your PTA online while providing you with the following capabilities:

Get your own e-store. Sell PTA memberships (including custom and bundled memberships) and raise funds -- all in your e-store. You send the link to parents and families. They use this link to go to your e-store so they can purchase a membership or anything you wish to sell (i.e. spiritwear). When they supply their email, the membership card is automatically emailed to them where it can be printed or kept on their phone.

A Full Suite of No-Contact, No-Fuss Fundraisers - Easy to set up and easy to run. It allows you to hold virtual fundraisers and keep more of the funds you raise in the school. You get your own fundraising channel in MemberHub. It's simple: Send PTA emails to your families, and local businesses sponsor the emails.

MemberHub Givebacks - Feature special offers from businesses in your e-store, and get up to 20% donated back on all sales. New offers are added all of the time that you can add to your e-store and with the link, parents and families can enjoy major discounts. You can even invite a local business to provide an offer for your store and for each one you add, your PTA gets \$5.00 for each one plus the % when you sell one.

Engage families. MemberHub's communication tools, calendars, signups, file-sharing, and directories help you keep families in the loop.

Easily stay in good standing. Your free account automates dues remittance, membership reporting & state PTA compliance. You can store all of your PTA documents in MemberHub.

How does your PTA Get Started?

- Contact WV PTA at info@westvirginiapta.org so we can add your officers. Then you will receive your invite email from MemberHub.
- Once you receive your invite email, you then create your account, log-on, and set-up your "PTA" bank account to pay Membership dues.
- If you have already collected memberships, you can upload them to MemberHub. If you have the members email, you simply add it and then they will be emailed the electronic membership card. If you don't have their information, you can print it from MemberHub and provide it to them.
- Then you can start utilizing all of the other features of MemberHub.



*You're
Invited!*

Online Leader Kit

Login with your National PTA Profile to gain access is a comprehensive digital guide designed to help you learn the basics of running your PTA unit. Find just about everything you need as a local PTA leader, including guidance to help you:

- select and work with your board
- formulate your PTA calendar of programs and events
- navigate unique financial challenges of a 501(c)(3)
- grow your PTA membership
- choose and organize a PTA fundraiser
- communicate with your school community
- and more!

These tools and templates, online resources and training courses will inform your work as you establish your PTA and volunteer roles and throughout the year, ensuring that your PTA stays on track to achieve the PTA mission: to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

NOTES FROM THE BACKPACK A PTA Podcast



Listen to Notes
from the Backpack



A Podcast for Parents, by Parents

Through the unique combination of expert, parent and educator guests, each episode features engaging conversations that offer real-life advice and ideas on how to support children's learning and development—all in parent-friendly language.

<https://www.pta.org/center-for-family-engagement/notes-from-the-backpack>



- The West Virginia PTA Scholarship is now open.
- For High School Seniors in a WV school.
- Applicants must have a 2.0 GPA.
- All applications are due December 30, 2020.
- The application can be obtained online at <http://westvirginiapta.org/scholarship.shtml>.

**BELIEVE IN
YOURSELF**

If you know of a business that may wish to donate to the WV PTA Scholarship fund, they can donate online or download the form and mail to the WV PTA office as directed on the form.

Thank you for your generosity!