

# Let's Connect

QUARTERLY NEWSLETTER OF  
THE WEST VIRGINIA PTA

## EFFICIENCY LEADS TO SUCCESS

Being a PTA Officer presents many challenges but it's how you handle them that matters. Whether you are a seasoned or new officer, how you organize the year makes a huge difference to how successful you will be.

Meet with your Executive Board (President, VP, Treasurer, and Secretary) at the beginning of the year and at least once per month after that. Plan and discuss the year and what you wish to accomplish. Work out a preliminary budget and create a tentative calendar. Then make time to meet with your administration to get buy in and compromise on programs and events..

It's never too late to get started. Make your PTA meetings interesting and valuable to attract new members. Why not invite a guest speaker or parent that can address important topics that impact your school. An example could be a teacher that can address how to have a successful parent/teacher conference or maybe a community member who has valuable tips on balancing family and work life.

We are a membership association and each membership comes with the power to vote. PTA membership gives everyone a say over how the funds are spent and on what programs and/or activities will best suit the school. Remember, we must be the voice for every child.

Take time to check out all of the valuable resources available to you and your PTA at <https://www.pta.org> or our WV PTA website at <http://westvirginiapta.org/>.

I wish you all a successful year and I look forward to working with you! We appreciate you and your service to the children of WV.

***Rose Rossana, President - WV PTA***

## THERE IS NO WRONG WAY TO PTA



## Membership Campaign

Go to:

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





## 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, 2022.
- Projects can be saved on a USB and mailed or electronically submitted via our Website.
- <http://westvirginiapta.org/reflections.shtml>

NATIONAL PTA  
**REFLECTIONS**

**2021-2022  
CALL FOR  
ENTRIES!**

Learn more  
and get involved!  
**PTA.org/Reflections**



**EXPLORE THE ARTS AND  
EXPRESS YOURSELF!**



DANCE  
CHOREOGRAPHY



FILM  
PRODUCTION



LITERATURE



MUSIC  
COMPOSITION



PHOTOGRAPHY



VISUAL ARTS

## 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>







What are you waiting for to get started with MemberHub? This valuable tool is your opportunity to have tons of resources at your fingertips!. 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. spirit wear). 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.

**Communication.** Your PTA can keep members engaged and informed using all of the tools like email, text, calendar, website builder, sign ups, and virtual meetings!

**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](mailto: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 simple 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.





# 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.

*You're Invited!*

## 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 31, 2021.
- 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!

# *Fundraising Tips*

- Always gain approval from the administration for the PTA fundraiser.
- All PTA fundraisers should include a Profit & Loss Statement (Income - Expenses = +Profit/-Loss)
- All PTA fundraising should support PTA's mission, in both how the funds are raised and how they are spent.
- Adults should raise PTA funds. PTAs are strongly encouraged to avoid activities that require children to sell to strangers.
- Transparency is key. The ways in which funds are raised and spent should be communicated clearly to members and the school community as a whole.
- All funds generated by a PTA, including the local portion of dues, should be budgeted for purposes that advance PTA work, such as enhancing student success or improving the school.
- Fundraising activities themselves should be conducted in alignment with the PTA mission.



# "Standards of Affiliation"

## *The Why?*

- These requirements help ensure that PTAs stay on track.
- You are already required to perform most of these tasks by the IRS, insurance, County Boards of Education, and state laws.
- They are designed for your protection.
- Record retention is required because these items are the business documents of your association.

## *The What?*

- Local Unit Officer Form due by July 1st each year.
  - Submitted electronically or my email.
- Dues for at least 10 members paid by Oct. 1st.
- Bylaws.
  - Approved every 3 years.
- Financial Review submitted.
  - Submit 120 days after fiscal year.
- IRS 990N submitted to WV PTA.
  - 30 days after submission to IRS.
- General Liability and Bonding Insurance (annually).
  - We recommend AIM Insurance.



## ***It's Simple Housekeeping...***