



## Section 1: Week 4 Activities and Challenges

### Engaging All Families

#### Activity Priority

##### MUST

Do MUST activities first, as they are the building blocks to a strong and healthy PTA.

##### SHOULD

Look to do SHOULD activities after you complete all or most of the MUST activities.

##### COULD

Focus on the COULD activities when you have the capacity to go above and beyond. COULD activities have the potential to take your PTA to the next level.

Activity/Challenge	Time	Priority
<p>1. PTA in a virtual/hybrid way to attract more families in your communities who can't always attend in-person.</p> <p>A. Watch Beyond the Building to learn additional ideas to virtually engage, empower and grow membership in a virtual world for the <a href="#">K-6 (in Spanish)</a> or <a href="#">6-12 (in Spanish)</a> grades. Then make a list of ideas you want to try and share them at the next PTA board meeting.</p> <p>B. Check out our <a href="#">two-part training</a> designed to help your PTA host hybrid meetings and events – <a href="#">Part 1: Technology (in Spanish)</a> and <a href="#">Part 2: Facilitation (in Spanish)</a>. Convert 1 of your upcoming in person only meeting/event to a hybrid setting.</p> <p>C. Check out <a href="#">these ideas that worked for PTAs in the height of the pandemic</a>. Most of these can still work today to connect with all families. Find 3 things that might work at your school community and commit to 1 before the end of the calendar year.</p>	<p>15 minutes</p> <p>30 minutes</p> <p>15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>2. Dispel <a href="#">myths about PTA membership (in Spanish)</a> in all social media platforms: Facebook, Twitter, Instagram, Tik Tok, etc.</p> <p>A. Choose 2 of the 10 myths and truths and post on your social media channels, be sure to include a link to join your PTA when you post.</p> <p>B. Choose another 2 of the 10 myths and truths and post on your social media channels, be sure to include a link to join your PTA when you post.</p> <p>C. Pick 1 myth and truth and schedule a communication to go out later in the school year. <i>Example</i> - Myth 6, "PTA membership</p>	<p>15 minutes</p> <p>15 minutes</p> <p>15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>



<p>never expires” can be scheduled in May when it is a great time for your members to renew. Be sure to include the link to join your PTA for the upcoming school year.</p>		
<p>3. Build a partnership with your principal and school administration.</p> <p>A. <a href="#">Watch this 15-minute micro-learning video on how to message and approach principal and what a great partnership looks like.</a> Ask your principal to share with parents at a school event or in a school communication the value your PTA brings to your school and encourage families and teachers to support PTA.</p> <p>B. Set up a meeting with your principal to learn administration goals and discuss how your PTA can engage families in supporting those goals.</p> <p>C. Make the connection visible. Ask your principal to write an article for your PTA’s newsletter, post for the PTA blog/social media pages or speak at a PTA event about the value PTA brings to your school.</p>	<p>25 minutes</p> <p>30 minutes</p> <p>30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>4. Share National PTA Family Resources with all families in your community to help them navigate academic, social and emotional milestones with their child.</p> <p>A. Share selections from the <a href="#">parent toolkit</a> in all communication channels - in person, direct emails, newsletters, flyers, banners, school marquis, social media: Facebook, Twitter, Instagram, Tik Tok, etc. Let them know PTA offers info to help their child excel at school and in life, include a call to action to support/join your PTA.</p> <p>B. You know your community best, pick 1 or 2 episodes from <a href="#">Notes from the Backpack</a> to share with your community to offer them real-life advice and ideas on how to support children’s learning and development, include a call to action to support/join your PTA.</p> <p>C. <a href="#">Subscribe to 10 Minutes to PTA the Transformative Way</a> - Tips to help leaders make their family engagement efforts more transformative. Implement 1 thing you learned from any of the videos.</p>	<p>15 minutes</p> <p>15 minutes</p> <p>30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>

Have Questions? Email us at [membership@pta.org](mailto:membership@pta.org).

**Week 5’s activities coming October 19**