



Section 3: Week 3 Activities and Challenges

Engage 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. Communicate based on cultural norms and priorities of your community. Our school communities are made up of students and families that use a diverse range of languages and communication styles.</p> <p>A. Watch "Let's Talk about Language Inclusivity" to help your PTA identify the diverse language needs of your community and talk to your school administration to connect you to language resources.</p> <p>B. Ask your community what platform, apps or other technology they use to attain information. Families communicate and engage in a variety of different ways. Try one new way to communicate with families – it can be sending a text message, using a new app - WhatsApp, being present at school events to have informal conversations, etc.</p> <p>C. Use this multicultural calendar to help you create inclusive communications when asking people to join your PTA.</p>	<p>10 minutes</p> <p>15 minutes</p> <p>10-15 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. Try these ideas to engage the different families in your community.</p> <p>A. Make sure people know that they can join PTA without volunteering via social media or in-person events. In today's world, many parents are working parents and do not have time, or do not want, to volunteer.</p> <p>B. Assess all upcoming PTA events, meetings, and activities to see how many are family friendly. Make a few simple tweaks and</p>	<p>5 minutes</p> <p>20 minutes</p>	<p>MUST</p> <p>SHOULD</p>



<p>see if you can make them more family friendly. Including food, activities for all ages and/or something fun are simple ways you can ensure attendance is high and everyone finds the time well spent. And of course, have a membership table at EVERY event, activity, and meeting - giving all families the opportunity to be a part of PTA by joining!</p> <p>C. Host an event for new families and ask them to join your PTA. In today's super busy world, families are pulled in so many different directions, often leaving them struggling to get quality time together. Let PTA be the one thing that brings families together, by making PTA events family friendly! And of course, have a membership table so new families can join PTA at the event!</p>	<p>45 minutes</p>	<p>COULD</p>
<p>3. Visit National PTA's Diversity, Equity and Inclusion webpage for resources to help include all families.</p> <p>A. Share 1 DEI podcast episode you found particularly helpful in your community and make sure to include a link to join your PTA.</p> <p>B. Look to hold a PTA event somewhere other than at the school. Offer families alternate options such as community centers, library, a church or hold a virtual event. Don't assume that the school is the most convenient place to meet. Also there may be fear, discomfort or lack of trust in going to the school.</p> <p>C. Take time building relationships. Get a list of families new to your community and personally reach out welcoming them and inviting them to your next PTA event.</p>	<p>5 minutes</p> <p>20-30 minutes</p> <p>15-30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>4. <i>For PTAs/PTSAs connected to a high school:</i> Share college and career readiness tools with students and their parents.</p> <p>A. Share Career Readiness Resources page and/or College Readiness Resources page on your PTA website or social media page that will help equip students with the knowledge needed to transition to the next best step for them.</p> <p>B. Share 1 resource you found particularly helpful on the Career Readiness or College Readiness on your PTA's social media page(s) with an ask to join PTA.</p>	<p>10 minutes</p> <p>10 minutes</p>	<p>MUST</p> <p>SHOULD</p>



C. Share 1 new resource you found particularly helpful on the Career Readiness or College Readiness pages on your PTA's social media page(s) each month till the end of the school year with an ask to join PTA.	15-20 minutes	COULD
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Have Questions? Email us at membership@pta.org.

Section 3: Week 4 activities coming February 2nd