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Section 1: Week 5 Activities and Challenges

Engage All Families including Students

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
1.		Make sure people know that they can support or invest in PTA without volunteering via social media and/or in-person events. Many parents are working parents and do not have time, or do not want, to volunteer. Publish two (2) social media posts in the next two weeks that your PTA needs their support by just joining.	5 minutes	MUST
	В.	Assess upcoming PTA events, meetings, and activities to see how many are family friendly. Make a few simple tweaks and 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!	20 minutes	SHOULD
	C.	National PTA is offering over \$600K in funding for PTAs/PTSAs and interested in implementing a fun and engaging National PTA program focused on STEM, digital citizenship, healthy lifestyles or the arts. While funding is not needed to implement PTA programs, it can be used as support in running programs or making programs more accessible to all students (e.g., helping your PTA cover food, translators, etc.). The application process is easy (no prior grantwriting experience is needed). Apply before October 4 at 11:59pm EDT.	20 - 40 minutes	COULD



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2.	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.					
	ide	atch "Let's Talk about Language Inclusivity" to help your PTA entify the diverse language needs of your community and talk to ur school administration to connect you to language resources.	10 – 40 minutes	MUST		
		re's a few ways leaders today are translating materials and/or suring all families have equitable access to the school				
	OV	e Google Translate and then have a native speaker who looks er it to make sure that it makes sense for PTA. Ial language Immersion program and students and parents can				
		lp. k your state PTA and/or school district if they have translation rvices.				
	• Sha	re an interpreter for your all PTA events. are <u>TalkingPoints</u> with Teachers to facilitate better parentacher communication. A free resource for teachers to mmunicate with families in their home languages.				
	the in a wit Wi	k your community what platform, apps or other technology ey use to attain information. Families communicate and engage a variety of different ways. Try one new way to communicate th families – it can be sending a text message, using a new app - hatsApp, being present at school events to have informal niversations, etc.	15 minutes	SHOULD		
	COI	e this multicultural calendar to help you create inclusive mmunications when asking people to join your PTA and honor e diversity in your community.	10-15 minutes	COULD		
3.	Share National PTA Family Resources with families in your community to help them navigate academic, social and emotional milestones with their child. Families are pulled in so many different directions, let PTA be the one thing that keeps families informed and prepped for their child to succeed throughout their academic journey.					
	cha	are selections from the <u>parent toolkit</u> in your communication annels - in person, direct emails, newsletters, flyers, banners, nool marquis, social media: Facebook, Twitter, Instagram, Tik	20 - 30 minutes	MUST		



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	В.	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. You know your community best, pick 1 or 2 episodes from Notes from the Backpack 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. This season will feature experts giving advice on everything from vaping to a child's friendships.	30 – 40 minutes	SHOULD
	C.	Art has always been an emotional outlet, especially for the youth. Share 2 - 3 art at-home activities with your community to spark creativity with our nation's youth. The arts can positively affect entire school culture—especially student motivation, attitudes, and attendance—which encourages students to stay in school, succeed in school, succeed in work and succeed in life, include a call to action to invest in your PTA.	15-30 minutes	COULD
4.		PTAs/PTSAs connected to a high school: Share college and career diness tools with students and their parents.		
	A.	Share <u>Career Readiness Resources</u> page and/or <u>College Readiness</u> <u>Resources</u> 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 with an ask to join PTA.	10 minutes	MUST
	В.	Share 1 - 2 resources you found particularly helpful on Career Readiness or College Readiness on your PTA's social media page(s) with an ask to join PTA.	10 minutes	SHOULD
	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

Have Questions? Email us at membership@pta.org.

Section 2 coming October 3