



## Section 2: Week 1 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
<p>1. Try these ideas to engage the different families in your community.</p> <p>A. Make sure people know that they can support or invest in PTA <u>without volunteering</u> 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.</p> <p>B. 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 <u>membership table</u> at EVERY event, activity, and meeting - giving all families the opportunity to be a part of PTA by joining!</p> <p>C. Make sure your PTA is at community events (e.g., county fairs, local parades, countywide meetings, etc.) with talking points, a poster or handout flyer showing your impact and easy ways to join.</p>	<p>5 minutes</p> <p>20 minutes</p> <p>20 - 60 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>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.</p>		



<p>A. Watch “<a href="#">Let’s Talk about Language Inclusivity</a>” 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><i>Here’s a few ways leaders today are translating materials and/or ensuring all families have equitable access to the school...</i></p> <ul style="list-style-type: none"> <li>• Use Google Translate and then have a native speaker who looks over it to make sure that it makes sense for PTA.</li> <li>• Dual language Immersion program and students and parents can help.</li> <li>• Ask your state PTA and/or school district if they have translation services.</li> <li>• Hire an interpreter for your all PTA events.</li> <li>• Share <a href="#">TalkingPoints</a> with Teachers to facilitate better parent-teacher communication. A free resource for teachers to communicate with families in their home languages.</li> </ul> <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 <a href="#">multicultural calendar</a> to help you create inclusive communications when asking people to join your PTA and honor the diversity in your community.</p>	<p>10 minutes</p> <p>30 minutes</p> <p>15 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>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.</p> <p>A. Share selections from the <a href="#">parent toolkit</a> in your 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</p>	<p>20 - 30 minutes</p> <p>30 – 40 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>



<p>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.</p> <p>C. Art has always been an emotional outlet, especially for the youth. Share 2 - 3 <a href="#">art at-home activities</a> 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.</p>	<p>15-30 minutes</p>	<p><b>COULD</b></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 <a href="#">Career Readiness Resources</a> page and/or <a href="#">College Readiness Resources</a> 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.</p> <p>B. 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.</p> <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.</p>	<p>10 minutes</p> <p>10 minutes</p> <p>15-20 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 2’s activities coming October 15**