

August 31, 2009

Dear Local Unit and Council PTA Presidents,

Thank you for volunteering to serve as a leader in your PTA. It's going to be exciting year. The challenge to do more with less will force us to look at things differently and be creative. Being a leader in PTA is similar to having a part-time or full time job. You are responsible for managing people, the association's assets, and providing great customer service. The best way to have a great PTA year is by inviting every family member of all the children in your school to become a member of PTA and then inviting them to volunteer in some way that is comfortable for them. Don't let language, gender, economic or social status be a barrier to providing opportunities for every family to feel welcomed in your school and PTA. Always remember we advocate for every child. So let's work together for a great year.

Announcements and Enclosures

1. We're ***Going Green and saving trees!*** PTAs and PTSAs will receive one copy of mailed documents from Georgia PTA. If your PTA/PTSA has co-presidents, you are designated as the primary contact by receipt of this packet. If you wish to change this information, please send an email to gapta@bellsouth.net with your request. Please be sure to share this information with your board of directors and PTA members.
2. If your PTA/PTSA was in good standing as of April 15, 2009, look for a Seal of Good Standing in this mailing. This seal may be placed on your organizational charter or on your 2006 Commemorative Charter. If you do not have either charter, you may order a replacement for a charge of \$10. See attached order form.
3. Your PTA/PTSA bylaws as on file at the state office. These bylaws reflect all amendments passed at the state convention. After you verify your local unit's information, replace bylaws with this copy. Every PTA is responsible for keeping a current copy of their bylaws in the secretary's permanent files and providing a copy for school records.
4. New membership poster. Use for your membership campaigns, at every PTA and school event, or post in the school reception area to welcome families.
5. Join us as we enter the world of Facebook, Twitter, You Tube, and video conferencing, using social networking to communicate more frequently. Follow Georgia PTA now on Capitol Watch.
6. If you have not received your free ***Official PTA Kit*** from National PTA, register right away. Every PTA unit in good standing can receive this kit that contains valuable resource information for a successful school year. To receive a PTA Kit, you must enter your officer information online via Georgia PTAs online officers form. Kits shipped after October 1 will incur a handling cost. Additional kits can be purchased for \$35 each.
7. Our ***membership goal*** for 2009-2010 is 315,309 (2% over last year) but we are challenging everyone to help us surpass the highest membership total we have had, **367,761** in 2000. This means an increase in membership by 58,635 members (19%). This can be achieved if we simply ask new people to join and tell **them about the value of PTA**. Each local unit should set a goal of "Target" (one member for the total number of students and certified teachers on the Friday of the first full week of school) and then go for 2% more. Don't forget to include students. Students may join PTA or PTSA. Membership in both associations is open to everyone!

8. Sponsor programs that benefit students and families

Flu Buster's Clinic - Flu vaccination season starts in late September as soon as the vaccine is available and extends through January each year. Schools are encouraged strongly to schedule and sign-up to host a flu vaccination clinic for the 2009-2010 school calendar. This is also a fundraising opportunity.

Reflections - Whether you sponsor one category or all six, every child may participate and enter in one or all six (Dance and Choreography, Film and Video Production, Literature, Music, Photography, and Visual Arts. Last year's winners' artwork is on display at the High Museum from August – November 2009.

9. Fundraising Opportunities

- Visit the National PTA website (<http://www.pta.org/3095.htm>) and Georgia PTA website (http://www.georgiapta.org/documents/Healthy_Fundraising.pdf) for great fundraising ideas.
- **PTA Rewards Card** - Introducing the world's largest discount program. Save hundreds even thousands of dollars a year while helping to support your PTA! Loyalty Access Solutions has partnered with PTA to offer all PTA members an opportunity to save money throughout the year. Discounts on more than 250,000 retail offers including over 400 of the world's most recognizable brand names! The Rewards Card is a powerful way to fundraise throughout the entire year with very little effort required by your local PTA. It's as easy as referring a friend or sending an email. To learn more or to get your *PTA Rewards Card*, visit www.ptarewardscard.org.
- Create a **Personalized Credit Card** that Supports Your Local PTA – NO, your PTA may not have a credit card but all your members may apply for a personal credit card that may support your local unit. For information visit <http://www.onecause.com/onevoice>.

10. Promote Member Benefits. Visit websites for complete lists.

National PTA website at http://www.pta.org/member_benefit_providers.asp

Georgia PTA website at <http://www.georgiapta.org/membership-benefits.html>

“Back to Basics: A Road Map for PTA Success”

Best regards,

Sheila

Sheila Cornelius

President, Georgia PTA

Important Dates to Remember

Aug. 30 – Sept. 30	Host a Back to School Year's Eve Party and post pictures on the National PTA website from your School Year's Eve™ bash by for a chance to win \$1,500 for your school or PTA unit
August 30	Reserve tickets for PTA and CASA Family Day Braves Game
September 11	5 p.m. - Healthy Life Styles Award - To apply register on line at www.pta.org/hla_register/
September 14	Mail in registration deadline for Advocacy Conference
September 17	Online registration deadline for Advocacy Conference
September 16&19	Reflections PTA University at the Georgia PTA office
September 20	PTA and CASA, (Coalition for Alcohol and Substance Abuse) Family Day at Turner Field
September 25	Advocacy Conference
September 30	Submit PTA Audit/Financial Review
November 6 – 8	Emerging Minority Leadership Conference and MORE (Men Organized to Raise Engagement) Male Involvement Summit in Atlanta, Georgia
February 23	PTA Day at the Capitol
March 15	Apply for the Georgia PTA Local Unit Healthy Fundraising Award for \$1,000 and submit all reports and awards applications
June 25 – 26	New Date! Georgia Convention Leadership Training
•	IRS Form 990 due to IRS by the 15 th day of the fifth month following fiscal year end
•	Remit PTA dues and Dues Transmittal Form by the last business day in each month
•	Submit a Membership Award Form to declare your awards. See form for award/deadlines
•	Support Reflections and other PTA programs. Use the PTA Donation Form for contributions.