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July 28, 2010

Dear PTA President:

Convention Leadership Training was the first opportunity for every PTA member to learn what is new in PTA. If you didn't attend or your PTA was not represented, you missed a valuable opportunity. I encourage you to attend the next training opportunity, your Council's School of Information or attend a council school of Information being hosted by a council near you. Check the Georgia PTA website or contact your council president.

So what's new!

1. Each local unit may sign up for a CAP (Community Alliance Partner) account which gives you:
  - a. A free email account specific for your local unit (you don't have to use your work or personal email account for PTA). Separate email being sent to each 2010-2011 President with instructions.
  - b. A free conference call feature to enhance communication.
  - c. A free and easy to use database management tool, which allows you to enter your membership contact info and automatically updates a Georgia PTA database account. It is very important for Georgia PTA contact info for its 300,000 plus members' to be able to mobilize a grassroots advocacy effort. This doesn't replace Justbetweenfriends/OMDRplus but is another option for those who are having difficulty.
2. Announcements
  - a. Challenge to increase membership. Every PTA member is asked to ask at least one new person to join PTA. We have 1.6 million children being educated in Georgia and we want to double our membership this year and eventually reach 1.6 million members. Every PTA should be willing to help us create a stronger voice we can use with our legislators.
  - b. Challenge to ask 350,000 men to donate 3 hours of volunteer time during this school year.
  - c. New Partnerships and Member Benefits - National partnership with Nickelodeon ([www.DoraBeyondtheBackpack.com](http://www.DoraBeyondtheBackpack.com)) and Facebook. Visit the Georgia PTA website at [www.georgiapta.org](http://www.georgiapta.org) for a full list of our member benefits and link to our new Georgia PTA perks website. Our websites have a great deal of resources you need to have a great school year. And as always, remember, we (council, district and state leadership) are here to help you.
  - d. If you have to fundraise; use fundraisers that are not food related, children don't sell a product, parents don't buy a product, no money to collect, no product to deliver, families and other participants don't have to put their hand in their pocket to buy something just to support their child's school, families save time and money and PTA generates non-dues revenue. For example, visit <http://www.genietools4u.com> and watch The Perfect Fundraiser then click on Contact Us.

There are great things happening in PTA! Exciting programs, campaigns and initiatives designed to increase family engagement and support education success, health, and wellness of our children. You don't have to do them all but every PTA should operate at least one.

The road to success requires preparation. Together let's prepare to have a successful year!

Best wishes,

*Sheila*

Sheila Cornelius, President