Utah PTA 2023 LEADERSHIP CONVENTION

5G - Technology and PTA

Stacey Mollinet

Utah PTA's Mission:

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To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

We will cover:

- Tech tools that are free or low cost
  - Productivity tools
  - Surveys
  - Signups
  - Virtual meetings
  - Stores
  - Fundraising
  - Accounting
  - Graphics
  - Websites

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Each PTA in Utah is a 501(c)(3) nonprofit under the umbrella of Utah PTA.

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Every PTA's official name is PTA Utah Congress with dba (doing business as) your PTA name.

Example: PTA Utah Congress dba Layton High PTSA

Find your EIN (Employee Identification Number) on your bylaws (look up on the Utah PTA website) or in MemberHub.

techsoup

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- www.techsoup.org
- Offers free or discounted software and hardware
- Verifies nonprofit status
- Register using formal name – PTA Utah Congress and dba
  - PTA Utah Congress Layton High PTSA
- All services and products obtained through TechSoup are the property of your PTA
  - Keep a log of passwords to pass on
- Google for Nonprofits, Microsoft, Intuit Quickbooks , Adobe, Norton, training courses, computers

Google for Nonprofits

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- Google Workspace - free
  - PTA email addresses at your domain – name@mypta.org
    - Domain costs $10-20/year
  - 100 participant Meet meetings for unlimited length
  - 30 GB Google Drive storage per user
  - Verified as a Nonprofit through TechSoup

Gmail

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- Using without domain
  - Set up a free Gmail account to make PTA email transferrable to next board
  - Some units have single address (mypta@gmail.com)
  - Account details need to be passed on each year
  - Google Meet for up to 60 minutes
  - 15 GB Google Drive

Drive “Digital PTA Binder”

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- Share files with board members
- Allows digital files to carry over easily from year to year
- Create folders for each committee, event, or other need
- Use folders to store logos, images, copies of flyers, vendor quotes, minutes, etc
- Each successor has their work cut down by having quick and easy access to previous years’ efforts

Calendar

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- Color code events for school, PTA, events, etc.
- Calendar can be shared publicly and added to anyone's Google calendar.
- Changes you make update everyone's calendar live.
- Live calendar can be embedded on your webpage or linked to Facebook page.
- Printable version is available, and events can be filtered as needed.

Google Docs, Sheets and Slides

- Replaces Microsoft Word, Excel & PowerPoint.
- Editable directly in Drive, no need to download a copy.
- Edits are visible in real time to collaborators.
- Files created in Microsoft can be converted to Google files to take advantage of editing capabilities.

Microsoft | Nonprofits

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- 10 free Microsoft 365 Business licenses through TechSoup
- Includes Word, Excel, Powerpoint , Outlook
- Share documents in OneDrive
- Online meetings in Teams

Surveys

Use for:

- Needs assessments
- Event registrations
- Collecting contact info
- Voting
- Volunteer signups

Results display automatically in spreadsheet

Surveys

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Google Forms

MICROSOFT FORMS

SurveyMonkey®

sogolytics

www.sogolytics.com/survey - software-for-nonprofits/

facebook

Ask polls from your PTA Facebook page

Sign Ups

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Pro Tip: Use a generic email address (as organizer) so that signups can be easily copied from year-to-year

Virtual Meetings

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Google Meet

- Free 60 minute meetings
- Longer with Google Workplace

Microsoft Teams

- Free 60 minute meetings
- Longer with 365 Business

zoom

- Free 40 minute meetings
  - Restart with same link when out of time
- $14.99/month for longer
- Ask school to host

Virtual Meeting Tips

- Know your platform
  - Practice, know controls, check settings
  - Always have a cohost to help with waiting room
  - Mute others when needed
- Decide how to vote
  - Reactions, polls, raise hand, chat
- Don’t publish link on social media
  - send through email
  - Use new meeting ID each meeting
- Open meeting 10 – 15 minutes ahead of time
  - Pre meeting socializing
  - Greet people as they enter
- Turn your camera on and encourage others, too

Stores

- Every PTA should have a place to sell memberships, spirit wear, take donations
- Parents expect a way to pay online
- www.utahpta.org/join - links to every PTA's store
  - Defaults to Memberhub store
  - Check that the link is what you expect it to be
  - Send other store links to memberhub@utahpta.org
- Some districts allow PTAs to sell in their online payment system
  - School has to cut a check
  - Hard to get contact info for memberships

Stores memberhub

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- Free for all PTAs because of state contract ($400+ value)
- Automatically enters customers in contact database
- Connected to checking account with Stripe
- Fees 3.5%+$0.50 per transaction
  - Can pass on fees to buyer
- Easy to pay dues to state through ACH - $1.00 fee
- Can bundle, manage inventory

Stores memberhub

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- Don’t need bonding insurance for MemberHub (saves money)
- Card swiper available for in person sales ($65)
- Good online trainings and support
  - https://info.memberhub.com/workshops
- Email memberhub@utahpta.org or support@memberhub.com with questions

Stores

Square

- Free account
- Fees 2.9%+$0.30 per transaction
  - Can pass on fees to buyers
- first card reader is free, then $10 – $64
- Need bonding insurance

Stores

SuccessFund

- Free account
- Fees 5% + $1 per transaction
- Can accept Venmo dollars, not true Venmo
- Card reader - $39
- Buyers can choose to cover fee – 90% do

- Other options:
  - Google Sites, CheddarUp

Fundraising

- Lots of options!
- Look at companies carefully for hidden fees
- Check your district fundraising policy
  - Some districts allow only 1 active fundraiser/year
  - Allow passive fundraisers throughout the year
    - Restaurant Spirit nights
    - MemberHub Givebacks
  - Some districts require fundraisers to be on district foundation vendor list

Fundraising

memberhub

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- Free to use
- Easy to set up yourself
- A-thons, auctions, event tickets, crowdfunding
  - Raffles illegal in Utah
- Transaction fees –
  - Free option – asks buyer for a tip to cover fees, PTA not charged anything
  - Fee option - pay 7.5% flat fee

Fundraising

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SuccessFund

99 pledges FREE

32 auctions

Givebutter

Get Movin' Your FUNdraising Experts!

So many! Just be careful with fees.

Online Accounting Platforms

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moneyminder®

- Designed for nonprofit groups
- Budgets, bookkeeping, reconciliations,
- $179/year

INTUIT quickbooks

- General accounting platform
- Industry standard
- Discounted pricing through TechSoup
  - Online Plus $75/year
  - Online Advanced $160/year

myptez

- Designed for parent groups
- Sliding scale pricing depending on gross receipts – starts at $99/year

- Other options – Excel, Google Sheets
- Coming – MemberHub Accounting Add on

Royalty Free Images

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gettyimages

shutterstock

pixabay FREE IMAGES

Unsplash

flickr creative commons

Canva

WIKIMEDIA COMMONS

Canva

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- Social media posts, fliers, invitations, posters, newsletters, slideshows, videos
- Free basic account
- Canva for Non-Profits – a team of up to 50 members has access to Pro premium features for free
  - 420,000 templates
  - 75 million+ images
  - 3000+fonts
  - 100GB storage
  - Magic Resize
  - Background Remover

Canva

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- www.canva.com/canva -for-nonprofits
  - Create free PTA account first, then apply
  - Request determination letter or W9 from Utah PTA office – kids@utahpta.org
  - Join the Canva for Non -profits facebook group
    - If you don't get a response in 3 weeks, message them through facebook and they will help you

Websites

memberhub

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- Free, easy to make simple website
- Up to six pages on menu, unlimited pages not menu linked
- Can have officer page, calendar, store, custom pages
- Address is yourPTA.memberhub.com

Other options:

- Google Site, Wix, GoDaddy, WordPress
- School site may give PTA a subpage

QR Codes

- www.qr-code-generator.com – use free version
- Every Chrome page has a QR code generator
  - Click share arrow in address bar

- bitly – shortens URLs, QR codes, link in bio
  - 10 free per month

Other Tech Help

- Doodle polls – survey to make schedules
- www.Taprootfoundation.org/nonprofits – connect you with pro bono help
- www.Flippity.net
  - randomly draw names
  - Make word searches and games
- www.xodo.com – edit PDF files, 3 free actions per day

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Questions?

Follow Utah PTA

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Facebook

Groups you can join:

- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Real Men of Utah PTA

Twitter

Pinterest

YouTube

Instagram

TikTok

Sponsors

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Mountain America Credit Union

Waterford | UPSTART

art works for kids

selecthealth

AIM Association Insurance Management, Inc. your partner for insurance and risk solutions

Goldenwest Credit Union

PTA Connected Take Charge of Your Digital Life

Rochester 100 manufacturer of Nicky's Folders® & vinyl products

Lifetouch®