

### 5G - Technology and PTA Stacey Mollinet

### **Utah PTA's Mission:**



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



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



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.



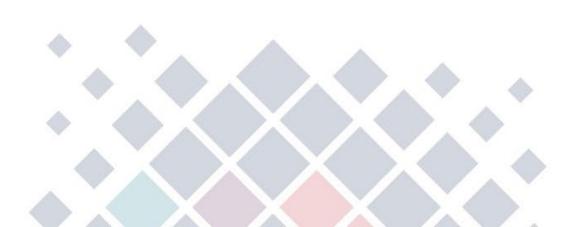
- www.techsoup.org
- Offers free or discounted software and hardware
- Verifies nonprofit status
- Register using formal name PTA Utah Congress and dba
  - PTA Utah Congress Layton High PTSA
- All services and products obtained through TechSoup are the property of your PTA
  - Keep a log of passwords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



### **Google** for Nonprofits



- 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







- 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







- · 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







- 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





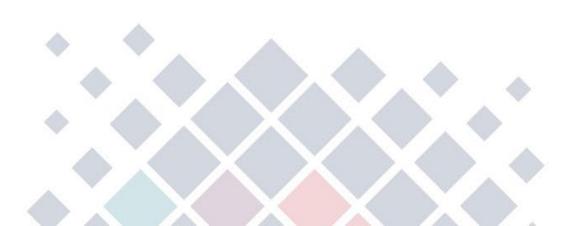
- Replaces Microsoft Word, Excel & PowerPoint.
- Editable directly in Drive, no need to download a copy.
- Edits are visible in real time to collaborators.
- Files created in Microsoft can be converted to Google files to take advantage of editing capabilities.







- 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







### Google Forms



MICROSOFT FORMS



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

facebook

sogolytics

Ask polls from your PTA Facebook page



### Sign Ups







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



### Virtual Meetings

- Google Meet
- Free 60 minute meetings
- Longer with Google Workplace
- Microsoft Teams

zoom

- Free 60 minute meetings
- Longer with 365 Business
- 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
- <a>www.utahpta.org/join</a> 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 <u>memberhub@utahpta.org</u>
- Some districts allow PTAs to sell in their online payment system
  - School has to cut a check
  - Hard to get contact info for memberships









- 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







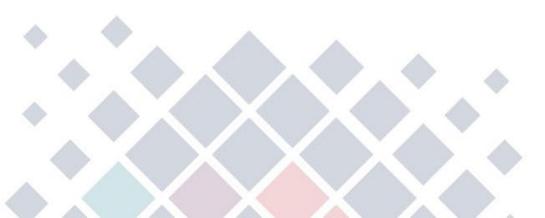
- Don't need bonding insurance for MemberHub (saves money)
- · Card swiper available for in person sales (\$65)
- Good online trainings and support
  - <u>https://info.memberhub.com/workshops</u>
- Email <u>memberhub@utahpta.org</u> or
  <u>support@memberhub.com</u> with questions



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









- 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





Givebutter



pledges

So many! Just be careful with fees.



### Online Accounting Platforms

moneyminder

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



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





- 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









Unsplash









PTA 223 LEADERSHIP CONVENTION

- 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







- www.canva.com/canva -for-nonprofits
  - Create free PTA account first, then apply
  - Request determination letter or W9 from Utah PTA office – <u>kids@utahpta.org</u>
  - 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



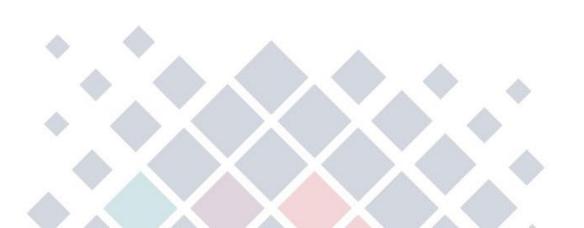
- Free, easy to make simple website
- Up to six pages on menu, unlimited pages not menu linked
- Can have officer page, calendar, store, custom pages
- Address is yourPTA.memberhub.com

Other options:

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

### QR Codes

- Utah P774 2923 LEADERSHIP CONVENTION
- <u>www.qr -code -generator.com</u> 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





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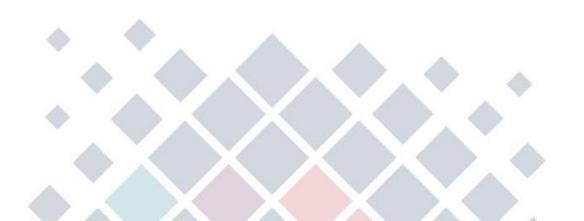
### Other Tech Help



- Doodle polls survey to make schedules
- <u>www.Taprootfoundation.org/nonprofits</u> 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



# Questions?





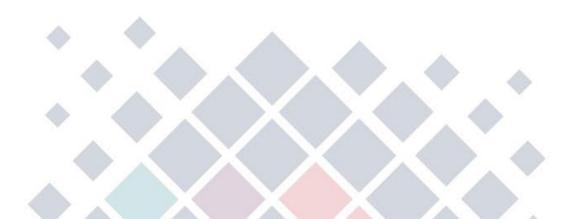
### Follow Utah PTA



#### 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







Pinterest



YouTube



Instagram



TikTok





### Sponsors





















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