

Welcome to 2025 Leadership Convention

This session will begin soon



4C - National PTA Programs

A Great Opportunity to Support the Work of Your PTA

Cindy Gerhardt, National PTA

National PTA Mission

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



Benefits of National PTA Programs

- Increase PTA value in the community.
- Increase membership.
- Engage community decision makers.
- Connect and collaborate with PTA leaders across the country in a community of practice.



PTA Reflections

Reflections encourages creativity and provides recognition for achievement in the arts, both of which boosts student confidence and success in the arts and in life.



Angela Zhang | Brookvale Elementary PTA, CA
2024-2025 PTA Reflections | Award of Excellence

School of Excellence

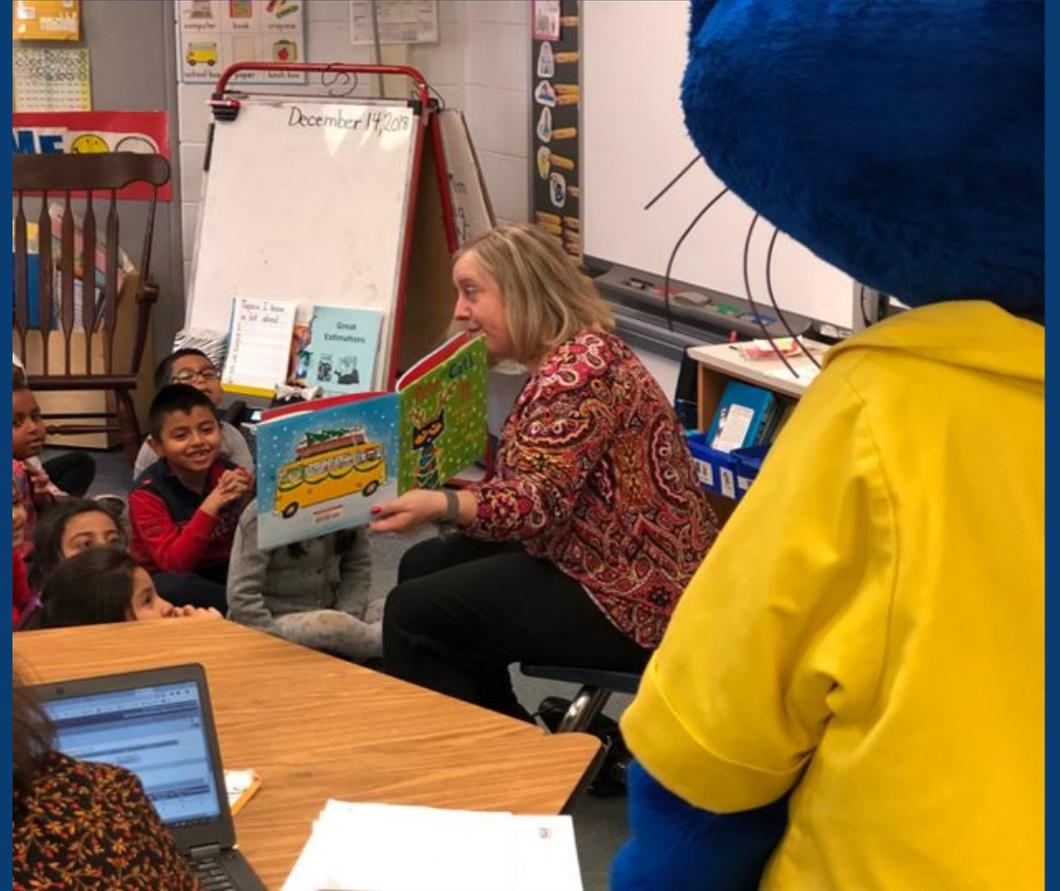
Provides PTAs step-by-step guidance and support through a year-long commitment to identify and implement an action plan for school improvement.



Winifred Pifer Elementary PTA | Paso Robles, CA
2023-2025 School of Excellence

Family Reading Experience

Provides PTAs with tools to improve families' access and ability to choose diverse, representative books, to increase exposure to and excitement for reading.





PTA Connected

Provides PTAs with turn-key programs on digital wellness, online safety, internet security, digital citizenship, and access & equity.

PTA Connected Funding

- The Smart Talk
- Be Internet Awesome
- Build Up and Belong
- Ready, Tech, Go!
- Create with Kindness





Healthy Lifestyles

Resources and engagement opportunities to support families in prioritizing all aspects of their health, including both physical and mental health.

Healthy Bodies Funding

- Tobacco Prevention Campaign
- Wellness Fairs





Healthy Minds Funding

- Healthy Minds 101
- Social and Emotional Learning Skills
- Building Resiliency



STEM + Families

Delivers access and hands-on exposure to science, technology, engineering and math to engage families and inspire students to pursue career opportunities in STEM fields.



STEM Funding

- Science Festivals
- Propelling Our World

National Standards for Family-School Partnerships



Learn more at [PTA.org/Standards](https://www.pta.org/Standards)



Sets the bar for collaboration between families and schools, driving student success.

Strengthening family-school partnerships for over 20 years, by increasing awareness and capacity for improving family engagement.

Tools and the Resources

Promoting ▼

We encourage you to spread the word about your PTA Program. This helps to promote your PTA's accomplishment, stokes interest in the local program you are planning, and creates greater awareness about the opportunities and benefits of PTA for your audiences and beyond. Alert your school leadership about your PTA Program and encourage the school to share the news across its channels. Post on your PTA's website, newsletters and social media accounts. Send an email to all your PTA members with the news.

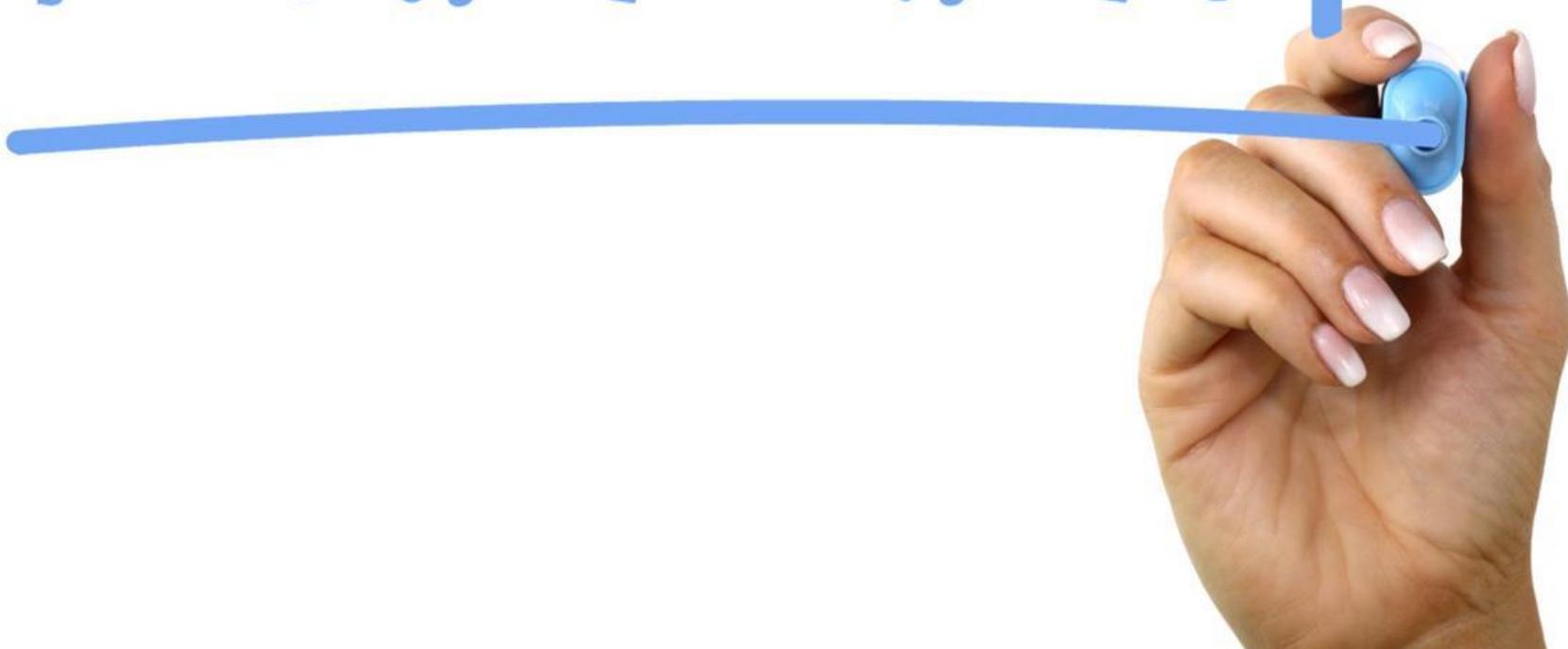
Promotion Tools

- [Letter to Elected Officials](#)
- [Morning Announcement \(en español\)](#)
- [Backpack Flyer \(en español\)](#)
- [Event Invitation \(en español\)](#)
- [Flyer Template \(en español\)](#)
- [Press Release \(en español\)](#)
- [Media Release \(en español\)](#)
- [Media Advisory Template \(en español\)](#)
- [Social Media Posts \(en español\)](#)
- [How to Place a Facebook Ad \(en español\)](#)

Hosting ▼

Resources are translated into both English and Spanish

FUNDING



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Our Evolution as a Program Funder

1

Diversifying the
types of grants

2

Expanding the
number
of grants

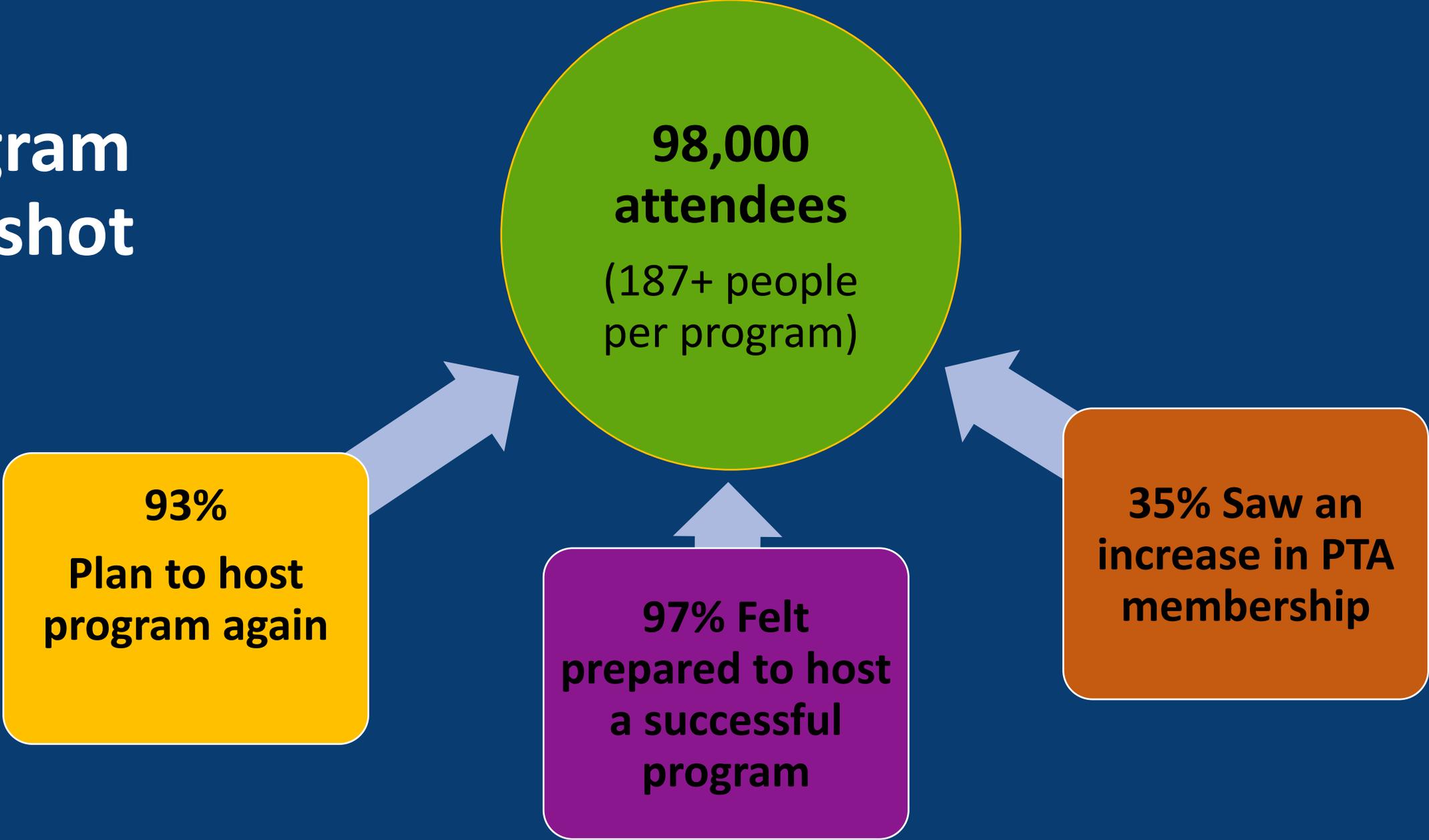
3

Incorporating
equity
considerations

4

Providing
intensive
training

Program Snapshot



Flexible Delivery Models and Methods

In-Person

At-Home

Program Funding Basics

- ALL PTAs in good standing are welcome to apply for funding
- No experience required!
- Equitable application process
- Spanish application submission
- Video application submission
- Applications are double-blind reviewed

Application: 4 Easy Steps

- Visit [PTA.org/Grants](https://www.pta.org/Grants)
- Review funding options and requirements
- Complete application in grants and awards portal
 - Impact of the funding?
 - Program interest?
- Save and submit

What to Expect as a Grantee

- Regular Community of Practice calls
- Money to be deposited to local PTA approx. early January.
- Feedback Loop
 - Progress updates
 - End of project survey (required)
- Additional Technical Assistance from National PTA is available as-needed throughout the grant cycle via video meetings, calls, and emails.

Timeline

**END OF
AUGUST**
Applications
Open

**SEPTEMBER/
OCTOBER**
Applications
Close

**OCTOBER/
NOVEMBER**
Applications
Reviewed

DECEMBER
Grantees
Announced

What's Next?

Sign up



Join



**Connect with
Us!**

Questions?

We're happy to help!

Email: Programs@PTA.org

For information and resources

**Visit: [PTA.org/Programs](https://www.pta.org/Programs)
[PTA.org/Grants](https://www.pta.org/Grants)**



Testimonial

“We wouldn't have had this arts program without your support! It has now created a sustainable tradition that will impact students and families in the future. Students and families who attended were motivated to get involved with art and Reflections. Thank you!”

– **Mary Lou Anderson Arts grantee**



Testimonial

“School of Excellence is a great way for a PTA to add value to a school. It helps to build and strengthen relationships between the PTA, teachers, and school leadership.”

– School of Excellence designee



Testimonial

“Thanks to the support of this program many families had the opportunity to take back some control over the digital world in their lives. The fun social format of the program encourages talking and sharing, but the format allows for every family to develop a plan that meets their needs. This fits well with our school communities Montessori focus on self management and accountability.”

– **PTA Connected: The Smart Talk** grantee



Testimonial

“Thank you!!! We are so thankful for the support (financially and programmatically) to be able to host our Wellness Fair this year! Every person I spoke to at, during, and after the event had nothing but smiles and great things to say - from students, parents/guardians, school staff, and volunteers! This was a great event and one we hope to host again in the future.”

– Healthy Bodies Wellness Fairs grantee



Testimonial

“Our experience with this program has shown us how dedicated National PTA is to empowering local PTAs and supporting school communities. Beyond financial support, National PTA offers valuable resources, guidance, and encouragement to help local PTAs successfully implement programs that make a real impact. We appreciate their commitment to fostering student learning, community engagement, and school improvement, and we encourage other PTAs to take advantage of the incredible support they provide.”

– **STEM + Families Science Festival grantee**

THANK YOU FOR ATTENDING!

National PTA Mission

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

Thank you to our sponsors



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MANAGEMENT INC

