

Welcome to the 2026 Utah PTA Leadership Convention

We will begin soon!



Using Technology to Help Your PTA

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Utah PTA's Mission:

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

Technology Costs

- Are PTAs allowed to spend PTA dollars on technology?
 - Yes! Your local PTA is a membership association & a nonprofit business.
 - PTAs can budget for & spend money on any technology that will be used by the PTA.
 - Purchased with PTA funds = PTA Ownership
- [Resource: How to Get the Technology Your Local PTA Needs](#)

We will cover:

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

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 your PTA name.
 - Example: PTA Utah Congress Layton High PTSA
- Find your EIN (Employee Identification Number) on your bylaws (look up on the Utah PTA website) or in Givebacks.
- May need a determination letter from Utah PTA
 - Request one by emailing kids@utahpta.org

Google for Nonprofits

- Google Workspace - free
 - Register with [Google for Nonprofits](#)
 - PTA email addresses at your domain – name@mypta.org
 - Domain costs \$10-20/year
 - 150 participant Meet meetings for unlimited length
 - No recordings
 - 30 GB/user, 100 TB across all users
 - Get verified as a nonprofit



- For use without a domain - better for most PTAs
 - Set up a free Gmail account to make PTA email transferrable to next board
 - Shared 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



Google Drive

“Digital PTA Binder”

- 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

Google Docs, Sheets and Slides



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



- www.techsoup.org
- Offers free or discounted software and hardware
- Verifies nonprofit status
- Register using formal name – PTA Utah Congress and PTA name
 - 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



Nonprofits

- \$1/month 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



Google Forms



MICROSOFT FORMS



SurveyMonkey®

10 questions and 100 responses free each month

facebook

Ask polls from your PTA Facebook page

Sign Ups

evite SignUp Sheets

My Group Name
SIGN UP SHEET

This area allows you to enter some info to give your members instructions or to enter as little or as much text as you need to give your members instructions or to enter as little or as much text as you need to

CREATED BY: Dan Rutledge CONTACT

Date	Location	Item to Bring
11/19/2009 (Thu.)	Location 1	Drinks (2) Snacks
11/20/2009 (Mon.)	Location 2	Drinks (2) Snacks
11/20/2009 (Mon.)	Location 1	Drinks (2) Snacks
12/7/2009 (Mon.)	Location 3	Drinks (2) Snacks
12/19/2009 (Sat.)	Location 1	Drinks (2) Snacks

VOLUNTEER BREAKFAST

My appreciation of the food with drinks by the volunteers. Please give us for a great breakfast celebrating your time and talent!

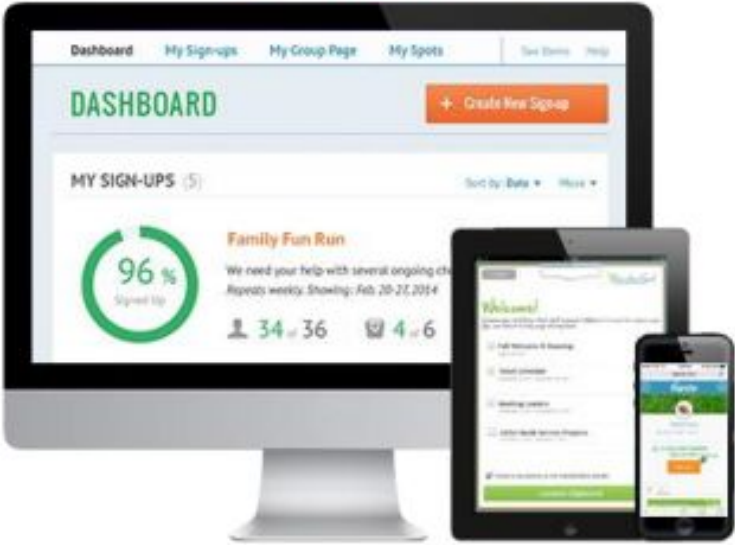
Event ID: 012110007
Time: 8:30am - 9:30am EST
Created by: SignUpGenius Post

99% Response

Response: Yes: 0, No: 0, Maybe: 0
No Response: 0
Event Count: Confirmed: 0, Maybe: 0

99% Sign Up

Print Sign Up Sheet



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

- Free 60 minute meetings
- Longer with Microsoft 365

zoom

- 40 minute meetings with free plan
 - Restart with same link when out of time
- 50% off for nonprofits
- Or ask school to host

Virtual Meeting Tips

- Know your platform
 - Practice, know controls, check settings
 - 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 Givebacks store
 - Check that the link is what you expect it to be
 - Send other store links to your region support chair or Givebacks@utahpta.org

Stores



- Free for all PTAs because of state contract (\$400+ value)
- Automatically enters customers in contact database
- Connected to checking account with Stripe
- Fees 3.95%+\$0.95 per transaction
 - Can pass on fees to buyer
- Easy to pay dues to state through ACH - \$2.00 fee
 - Also costs a \$2 fee to mail in a check
- Can bundle, manage inventory

Stores



- Card swiper available for in person sales (\$63.72 + \$13 shipping)
- Good online trainings and support
 - <https://info.Givebacks.com/workshops>
- Email Givebacks@utahpta.org or support@Givebacks.com with questions

Stores



- Free account
- Fees
 - 2.6%+\$0.15 - in person
 - 3.3%+\$0.30 - online
 - Can pass on fees to buyers
- first card reader is free, then \$10 – \$64

Other options:

Google Sites, CheddarUp, Zeffy, Rally Up

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
 - Some districts require fundraisers to be on district foundation vendor list

Fundraising



- 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



So many! Just be careful with fees.
Some are free with optional tips.



- Social media posts, fliers, invitations, posters, newsletters, slideshows, videos
- 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 – 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

Royalty Free Images

gettyimages

shutterstock



Unsplash



Canva



WIKIMEDIA
COMMONS

QR Codes

- Canva
 - Go to apps to add a QR code to an image
- Every Chrome page has a QR code generator
 - Click three dots; Cast, save and share; then create QR code
- Bitly – shortens URLs, QR codes
 - Can customize with color and style
 - 2 free QR codes per month

Manage Social Media



- Meta Business Suite
 - A free tool from Meta that allows nonprofits to manage Facebook and Instagram content in one place
 - Create and schedule posts
 - Verify you are a nonprofit with Meta



- Buffer
 - Schedule up to 10 posts for free, once a post is published, you can schedule another one

Create Websites



- Givebacks
 - 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.Givebacks.com



Google Sites

- Need a Nonprofit Google Workspace account
 - Limited functionality, no ecommerce, no ads
- Other options:
 - Wix, GoDaddy, WordPress
 - School site may give PTA a subpage

Artificial Intelligence



- Create images, fliers, and content creation
 - Tell it what you need – create a specialized image or flier
 - Tell it create text and an image for a social media post
- Options
 - Gemini available in Google Workspace products
 - CoPilot available in Microsoft products
 - Canva AI
 - Meta AI
 - ChatGPT
 - Claude

Online Accounting Platforms



- Designed for nonprofit groups
- Budgets, bookkeeping, reconciliations,
- Budgeting tool is free
- \$299/year after a 30 day trial

- Other options
 - Excel, Google Sheets - free
 - Quicken - \$7.99/month



- General accounting platform
- Industry standard
- Discounted pricing through TechSoup
 - Online Plus \$80/year
 - Online Advanced \$170/year



- Designed for parent groups
- Sliding scale pricing depending on gross receipts – starts at \$99/year
- 45 day free trial

Other Tech Help

- Doodle polls – survey to make schedules
- www.Taprootfoundation.org/nonprofits – connects you with pro bono/volunteer help
- www.Flippity.net
 - randomly draw names
 - Make word searches and games
- edit PDF files
 - Canva
 - Adobe Acrobat
 - Simple PDF
 - Xodo – Edit 1 PDF free each day

Questions?

Connect with us on social media



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers
- Utah PTA Battle of the Bands

Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



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