



UTAH PTA 100TH ANNIVERSARY  
**PROMOTIONAL TOOLKIT**

# UTAH PTA'S 100TH ANNIVERSARY! CELEBRATE PTA!

The Utah Congress of the National Congress of Mothers (Utah PTA) was formed in October 1925. Utah PTA has advocated for every child in our state officially for 100 years. We are the oldest and largest volunteer child advocacy association in Utah. Be proud that you are a member of this important and crucial association! Celebrate PTA!

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. Utah PTA mobilizes the forces of school, home, and community in order to ensure a quality education and nurturing environment for every child.

This promotional toolkit is designed to help with some basic public relations strategies and gain additional exposure for your efforts. When council/local PTAs such as yours participate, collectively we will be able to more successfully increase membership and an awareness of our child advocacy work and the PTA brand.

## PUBLIC RELATIONS BASICS

- ◉ **Determine your spokesperson** - This person performs all the basic duties. They should know and be passionate about PTA history at all levels - local, state, and national. They should be a storyteller, comfortable speaking in public, be accessible to the media, and be able to quickly think on his/her feet, and be positive and unflappable.
- ◉ **Develop Fact Sheets** – These can be fact sheets about your council/local PTA's history. Utah PTA Historical Facts are available on the Utah PTA website under the <https://www.utahpta.org/history>. National PTA's history is on their website: pta.org, under the "About PTA" tab: History & Mission (<http://www.pta.org/about/content.cfm?ItemNumber=944&navItemNumber=552>)
- ◉ **Develop a Media List** – Gather e-mails and phone numbers from your area's newspaper, local network-affiliated TV stations/cable, and local radio stations. Most importantly utilize social media (Facebook, Twitter, LinkedIn, and Instagram).
- ◉ **Determine Your Audience** – Parents, grandparents, great-grandparents, anyone who cares about children. Additionally organizations (non-profit and for-profit) who have a vested interest in the well-being of children and their future.
- ◉ **Remember the Local/State Angle** – What does the work of the PTA and their 100th anniversary mean to your district, school, your town, your state? What is your story?

## MEMBERSHIP PROMOTION INFORMATION

What if Utah PTA got 100,000 PTA members this year? That is just 166 members per PTA unit. What can your PTA do to help Utah PTA achieve its goal?

- ◉ **Be part of the 100 Year Visionary Club** - Add 100 more members in the 2025-26, or double your membership if you had under 100 members, from the 2024-25 total to qualify for this award. The deadline to join the Visionary Club is March 1, 2026 by paying membership dues to Utah PTA.
- ◉ Additionally, every unit that has 100 memberships paid to the state office by October 25, 2025, will be recognized as a Utah PTA Centennial Unit.

Utah PTA has a Centennial banner that your PTA can borrow to display at a community event or carry in a parade. Contact Utah PTA and we will get you a banner; email [centennial@utahpta.org](mailto:centennial@utahpta.org) Or you can print one of your own to display. Download from our website: <https://www.utahpta.org/centennial-celebration>

## 5 TIPS FOR PLANNING YOUR OWN CENTENNIAL CELEBRATION

1. Form a Centennial Committee in your PTA – Consider committee members who represent parents, teachers, students, administration, school board members, community/civic organizations and business. Make sure one of the members has the responsibility as publicity chair and historian. Be sure to provide the committee with a sufficient budget. Their role is to coordinate the effort to spread the word about the work of your PTA, Utah PTA and the Centennial celebration.
2. Plan on attending the Centennial Celebrations in the Fall of 2025. Utah PTA is hosting celebration events statewide and will be asking local PTAs/PTSAs to participate. More information is coming soon!
3. Review Event Calendars – Review event calendars for your school, district and community. Be aware of places you can promote the efforts of your PTA, Utah PTA and the Centennial celebration. Below are just a few examples of events:  
Labor Day Parade ~ Back to School ~ Open House ~ Homecoming ~ Parent Teacher Conferences PTA Meetings ~ Staff Meetings ~ School Board Meetings ~ Founder's Day Dinner ~ City Council Meetings ~ Chamber of Commerce Meeting ~ Library Events ~ Holidays
4. We Want to Hear from You! – Let us know about your events for the Utah PTA calendar. We also want pictures and stories to share across the state. Email them to [centennial@utahpta.org](mailto:centennial@utahpta.org)
5. Gather your History – Hopefully your PTA and/or Centennial Committee has an Historian who can gather all of your PTA's rich history. Create a fact sheet about your PTA, a timeline of milestones or any other significant event, or a display board for events.

## GENERAL IDEAS

- Make use of school, district and/or stadium electronic marquees to celebrate the 100th anniversary. Use the logo, or use facts as trivia etc
- Plant an oak tree – the oak tree is the symbol of PTA
- Have families bring a donation for a local food bank or homeless shelter – 100 donations
- List 100 ways your PTA advocates for kids
- Have children draw/color pictures for a Happy 100th birthday card/display; ask them to include something PTA has done for them
- Serve 100 cups of soda, chocolate milk, hot chocolate, doughnuts, or bagels celebration before school
- Have a potluck or dessert birthday party to celebrate your PTA. Invite past presidents and officers. Ask them to share their memories and accomplishments. Have children make placemats for the event.
- Students conduct 100 community service hours.
- Ask children to keep track of 100 good deeds they have done in their school and community. Honor these children at a PTA meeting or school event.

- Have a contest for children to write an essay or draw a picture with the theme, "What PTA means to me." For middle and high school students, "What does it mean to be an advocate?"
- Challenge volunteers to volunteer 100 hours this year!

## **MONTH-BY-MONTH ACTIVITIES**

### **August & September**

- Kick off Membership campaign - 100 members over last year's total.
- Back to school picnic
- Have an ice cream party with 100 scoops of ice cream
- Submit 50% of the previous year's membership to Utah PTA by September 25th to earn the Early Bird award
- Apply to be a National PTA School of Excellence. Enroll by Oct. 1 at [pta.org](http://pta.org)
- Promote PTA Reflections. Have a goal of at least 100 Reflections entries. 2025-26 theme: I Belong!

### **October**

- Turn in 100 memberships to Utah PTA by October 25th to be recognized as a Centennial Unit.
- Submit 75% of the previous year's membership to Utah PTA by October 25th to earn the On Target award.
- Host a Red Ribbon Week event and create a poster of 100 ways to stay drug free.

### **November**

- Celebrate Healthy Lifestyles Month in November. Make a list of 100 ways for families to celebrate. Host a health fair at your school.
- Partner with a community group to have a toy/book/food drive for the holidays.
- Submit 100% + 1 of the previous year's membership to Utah by November 25th to earn the Trailblazer award

### **December**

- Partner with a community group to have a toy/book/food drive for the holidays.
- Gather PTA Members to ring in the New Year with a candle lighting ceremony (100 candles) to and make a resolution to continue in the PTA tradition and support public education.
- Submit 10% over the previous year's membership to Utah PTA by December 25th to earn the Beehive award.

### **January**

- Collect 100 stories of how PTA has benefited your PTA members
- Submit your own story to Utah PTA about how you became involved in PTA and why you think it is important for all parents by March 1st

## February

- Participate in the Utah PTA What's Your PTA Story Contest. 1-3 winners receive a PTA messenger bag.
- Highlight Utah PTA's history during PTA's Take Your Family to School Week: February 15-21, 2026.
- Celebrate Utah PTA's Centennial at your own Founders' Day celebration. The National Congress of Mothers was formed on Feb. 17, 1897.
  - While Utah PTA is celebrating 100 years this school year, National PTA was founded on February 17, 1898 and marks that day each year with nationwide Founder's Day Celebrations. This year would be a perfect year to start a celebration in your community. Read more about Utah and National PTA's shared history here: <https://www.utahpta.org/history>
- Submit 14 or more new memberships to Utah PTA by February 25th to earn the We Heart PTA award

## March

- Ask children to read 100 pages or read for 100 minutes during March, to honor PTA and celebrate March as Reading Month.
- Host a "bedtime story" evening with teachers, parents and "celebrity" readers. Have children and families donate 100 books to a local shelter or to your own school library.

## April

- Public School Volunteer Week is April 20-24, 2026. Honor your volunteers, especially those who have volunteered 100 days or 100 hours.

## May

- Celebrate Screen-free Week, May 4-8, 2026. Have a list of 100 alternative activities for families to do, instead of watching TV/screens!
- PTA Teacher Appreciation Week is May 4-8, 2026. Celebrate the relationship that parents and teachers have in advocating for children and public education.
- Come to the 2026 Utah PTA Convention and celebrate 100 years of awesome with us with some special activities planned. Save the Date: May 13-14, 2026 at Davis Conference Center.

## COMMUNITY OUTREACH IDEAS

Places in the community to do outreach:

- Chamber of Commerce
- Library
- Civic Organizations (Lion's Club, VFW, Kiwanis Club etc.)
- Businesses
- Churches & Synagogues
- City Council
- State Representatives
- Mayor's Office
- Police and Fire
- Local Newspaper
- Local Cable
- Parks & Recreation

1. Connect with your local senior community center.
  - Ask for senior citizens in your community to share their own PTA stories.
  - Display PTA accomplishments, including your own PTA's current events.
  - Offer memberships to the seniors in your town.
  - Highlight volunteer opportunities for seniors in your PTA.
  - Look for opportunities for your PTA to support seniors in your community.
  - Can your PTA perform 100 service hours for seniors?
2. Arrange to have a Utah PTA Centennial display at your public library.
3. Send information to local government officials along with a membership form – ask them to join your PTA. Contact your state representative, state senator, mayor, city commission members, US Senators and US Congressperson.
4. Share the information on Utah PTA's centennial with your Chamber of Commerce and business community. Ask businesses to become PTA Business Members.
5. Does your community have a Veteran's Day, Holiday, and/or Memorial Day parade/celebration? Utah PTA has a Centennial banner that your PTA can borrow to display at a community event or carry in a parade. Contact Utah PTA and we will send you a banner; email [Centennial@utahpta.org](mailto:Centennial@utahpta.org).
6. Ask your mayor and city council/commission to honor Utah PTA's Centennial with a proclamation. Share with them the history and accomplishments of PTA.
7. Contact your local newspaper and ask them to do a story on Utah PTA's 100th anniversary. Be sure to include the history of your own PTA and your current projects and goals.

## KEY POINTS MESSAGING SOUNDBITES

- ◉ Every Child, One Voice
- ◉ PTA Supports Public Education
- ◉ The Utah Congress was formed in October 1925.
- ◉ We celebrate 100 years of our parents' and others' engagement as advocates for Utah and nation's children.
- ◉ For 100 years and beyond we commit to our continued engagement for even more significant changes in our society, government and schools so that all children will be safe and healthy; have access to quality education; and be secure and prosper as they grow into adulthood.
- ◉ National PTA is the oldest and largest volunteer association in the U.S. working exclusively on behalf of children and youth.
- ◉ Utah PTA is the oldest and largest volunteer association in Utah working exclusively on behalf of children and youth.

## COMMUNICATING WITH THE MEDIA

- **Be prepared** – Know your facts and the message that you want to convey.
- **Memorize your key message points** – Develop concise messages that get your points across.
- **Understand deadlines** – Return calls promptly and always ask what their deadline is and honor it.
- **Use facts to tell your story** - If you cite figures, be prepared to back them up
- **Be in control of the interview** – Answer the way you want to. If you get off track, guide the conversation back to your message.
- **Maintain focus** – Don't be distracted by emails or other things when on a phone interview. Stand up during the phone interview, it helps to maintain focus and adds energy/passion.
- **Avoid giving blunt answers to open-ended or hypothetical questions** - Don't be drawn into making generalizations. Simply restate the reporter's question in the context of our business and your message.
- **If you don't want it repeated, don't say it.**
- **Beware of the "hot" mic.** – if you have a microphone on you, there is a chance that you will be recorded or have your words picked up, even if you aren't on the air. Private conversations and thoughts should remain private.
- **Give examples and use quotes** – When sharing information, give an example such as: "people may think parents aren't involved, however we find that our parents are involved in ways that are different from the past. For example, more than 50% of our parents volunteer by doing tasks outside of school like managing our Facebook page, updating our website, sending out electronic minutes of our meeting."

## MEDIA PRESS RELEASE

A Press Release informs the media about something that is of interest to readers. For example, a story about the history of PTA and the events planned, or a single story about the 100 year celebration, such as a picture and story of PTA members ringing in the new year lighting 100 candles and making a resolution to continue the child advocacy work which started in Utah 100 years ago. Below is a sample press release:

### **Sample Press Release**

Contact Name: Sally Smith, PTA Centennial Chair

Contact Information: 555-444-3322 or SSmith@bestelemetarypta.org

### **Best Elementary PTA Members Make Child Advocacy their New Years Resolution**

At sunset on New Years Day, more than a hundred Best Elementary PTA Members gathered for a candle light ceremony recognizing the start of their state PTA's 100th year. In 1925 The Utah Congress of the National Congress of Mothers (Utah PTA) was formed in October 1925 in Salt Lake City, Utah.

Ann Hancock, Best's PTA President welcomed members who represented parents, teachers, students, community and business. PTA Historian introduced the community's longest standing PTA member Sue Bellows. Collectively they lit 100 candles to represent the start of Utah PTA's 100th year making the following resolution:

For 100 years and beyond we commit to our continued involvement for even more significant changes in our society, government and schools so that all children will be safe and healthy; have access to quality education; and be secure and prosper as they grow into adulthood.

Hancock said, "The PTA kicked off the Centennial celebration with a Back to School Picnic. There have been many events already and more to come. We will close with a 100th Celebration including a cake with 100 candles and the walls of the school lined with thank you cards from students for all that the PTA has done for children."

## **PROCLAMATION**

A proclamation is an official announcement or declaration, typically made by a government official, to make a specific announcement, recognize a special event, or commemorate a person or organization. It's a way to draw attention to a particular issue or event and gain public recognition.

Here's a more detailed explanation of how proclamations are used:

1. **Official Announcing:** Proclamations can be used to officially announce holidays, commemorations, or special observances. For example, the President might issue a proclamation to declare a National Day of Thanksgiving.
2. **Commemorating Events/People:** Proclamations can be used to honor individuals or organizations, or to commemorate significant events in history or culture.
3. **Raising Awareness:** Proclamations can be used to raise public awareness about a specific issue or cause.
4. **Policy Implementation:** While less common, proclamations can sometimes be used to implement policy decisions, though they typically don't have the force of law like executive orders.
5. **Building Support:** Proclamations can be used to build support for a cause by getting a government official to publicly recognize and support it.

How to request a proclamation:

1. **Determine your goal:** Decide what you want the proclamation to announce or recognize.
2. **Write a draft or use the sample below:** Draft the proclamation language, using a format that includes "WHEREAS" statements to support your case and a "THEREFORE" statement to state the desired outcome.
3. **Contact the relevant official:** Contact the appropriate government official (e.g., Mayor, Governor, etc.) to request the proclamation.
4. **Submit the request:** Submit the draft proclamation and any required supporting documentation.
5. **Promote the proclamation:** Once the proclamation is issued, promote it through social media, press releases, and other channels to get the word out.

**Sample Proclamation**

**UTAH PTA CENTENNIAL CELEBRATION PROCLAMATION**

**October 2025**

WHEREAS, The Utah Parent Teacher Association has played locally, regionally and nationally in supporting family engagement and working on behalf of all children and families; it is a time to reflect and take pride in its numerous accomplishments and celebrate 100 years of being a powerful voice for all children, a trusted resource for parents and a strong advocate for public education; and

WHEREAS, The Utah PTA has been instrumental in establishing programs and services to improve children's lives, including but not limited to advancing parent and family engagement, creation of kindergarten, advancing child-labor laws and public-health services, hot-and-healthy lunch programs, the juvenile-justice system, mandatory immunizations, arts in education, and school safety; and

WHEREAS, The founders of the Parent Teacher Association (PTA), Phoebe Apperson Hearst and Alice McLellan Birney, and the founder of Georgia's Congress of Colored Parents and Teachers, Selena Sloan Butler, were women of imagination and courage who understood the power of individual action, worked beyond the accepted barriers of their day, and took action to literally change the world; and

WHEREAS, These remarkable individuals had a simple idea – to improve the lives and futures of all children; and as much as other conditions in the nation have changed, that idea has not, as PTAs keep it alive; and

WHEREAS, Founded in Washington, D.C., as the National Congress of Mothers, the Parent Teacher Association celebrated the 128th anniversary of its founding February 17, 2025; since its inception in 1897, the organization has stood firm in its purpose of advocating for the education, health and well-being of all children, and in recognition thereof, it is indeed deserving of the appreciation and recognition of the public; and

WHEREAS, In October 1925 at the annual convention of the Utah Education Association, guest speaker, Margaretta Reeves, President of the National Congress of Parents and Teachers, extended the official invitation to for the Utah Mother's Congress to join the National Congress of Parents and Teachers, to become the Utah Congress of Parents and Teachers, with Lucille Young Reid as President, marking a new era of parental involvement in Utah; and

WHEREAS, Today, PTA is the largest volunteer child-advocacy organization in the United States, and its members represent the ethnic diversity of the nation and come from the ranks of traditional families, single-parent households, blended families, grandparents and other caring adults who together continue to serve as the conscience of the country for children and youth; now, therefore, be it

RESOLVED, That October 2025 be recognized as Utah Congress of Parents and Teachers (aka Utah PTA) Month, commending the organization on the occasion of its 100th anniversary and encouraging all of the residents throughout Utah to attend and participate in the celebration of this commemorative event and to join a PTA or PTSA in celebration of the commitment to Make Every Child's Potential a Reality.\*\*\*

\*\*\*Local or Council PTAs can rewrite the resolved to be specific to their community. Sample could be:

RESOLVED, That October 2025 be recognized as "Join a PTA/PTSA Month", in celebration of the 100th anniversary of the founding of Utah PTA and encouraging all of the residents throughout \_\_\_\_\_ (community name) to attend and participate in the celebration of this commemorative event and to join a PTA or PTSA in celebration of the commitment to Make Every Child's Potential a Reality.