

PTA News You Can Use

It's All About ... YOU!

Massachusetts PTA is **GROWING!** Our voice on behalf of children is getting stronger every day. YOU make it happen; YOU make a difference.

WELCOME TO OUR NEWEST UNITS!

Agawam Junior High School
Decas West Elementary School
Talbot Middle School
Westport High School

Talbot Middle School PTA, Fall River



Agawam Junior High School PTA, Agawam

FROM "A PARENT LIAISON'S STORY" BY DEBBIE DUMAIS, TALBOT MIDDLE SCHOOL PTA PRESIDENT. "I am thrilled to announce that Talbot is officially a PTA as of June 1, 2006. I wanted to become a PTA because of the many benefits and prestige that comes with being part of the National PTA. The "Three 4 Me" website was truly inspiring and I think that was the beginning factor in making the change. The people I have met through the PTA have not only been extremely professional, but have been incredibly friendly and helpful. I can't thank Michelle Tremont, the Massachusetts PTA President enough for all of her encouragement and helpful suggestions that she presented us with." Check out www.masspta.org for the full text of the story.

Making a Difference ...

Through your work with PTA, you are improving the lives of children. Use your local membership drive to promote your successes and tell potential members why they should be part of your winning team. By increasing your unit's membership, you will energize your unit, increase your volunteer power, strengthen the connection between home and school, and make positive changes for all children. The larger your unit, the more resources you have to speak for every child with one voice.

Inside this Issue

Officer Update Form	3
Membership Ideas	4-8
Legislative	9
PTA Revolution Night	10
Resources for You	11

Check out www.masspta.org!

A MESSAGE FROM THE MASSACHUSETTS PTA PRESIDENT...

Welcome to the new school year! Nothing matches the excitement and anticipation of upcoming programs, volunteer sign-ups and membership drives. By now you should have received the **Back to School** kit from National PTA. Also, we are thrilled that you joined us in July for the Leadership Conference at the Basketball Hall of Fame. If you did not receive information from either National or Massachusetts PTA, please let us know. These are the tools that will help you succeed.

PTA believes that the child's first and best teachers are their parents. I encourage you to take this job to heart every day. Incorporating parenting into the PTA can be a great way to teach and learn at the same time. Let's take a fun approach to incorporate essential parenting skills into the time you spend with the PTA.

Stay positive – every moment. Show your children how to be positive. Lead meetings with smiles, be patient with all interactions and find a new way to run an old event. Model positive interactions with others.

Create a warm environment. You light a candle, bake cookies, and match throw pillows to your walls to make people feel comfortable in your home. Why not create a warm atmosphere at meetings and programs? When people feel welcome, they are more apt to become engaged.

Communicate – always. In the same way you talk to your children about what is expected of them (complete chores, do homework, etc), let your volunteers know exactly how you want them to keep you informed of their ideas and progress during the year. Encourage fresh ideas, free thinking, and a positive outcome - - with both family and PTA friends!

Say “Thank You” often. In the same way you thank the children for making their bed, doing the dishes or giving a compliment, thank volunteers in as many ways as possible. Cards, newsletter, giant signs and hugs are all excellent ways to thank people.

Your time dedicated to the PTA ties in tightly to your time as a parent. Sometimes, we take time away from our children to dedicate it to the well being of the organization. By keeping a positive attitude and staying focused on the goodness of the situation, you will be able to intertwine a positive relationship with all the people in your lives - - whether you see them once a day or once a lifetime. By living in a positive respectful way, people will find a smile from your warmth. Go ahead, what do you have to lose?

Mark Your Calendars! This is a biggie! Have you ever come to our state convention? A PTA training? Have a PTA spokesperson attend a meeting? If you have, you can attest to the fact that dedicated PTA people have an incredible energy. If you haven't...now's your chance.



First EVER ... New England Extravaganza
March 16 - 17, 2007

**Massachusetts PTA Convention
& Spring Leadership Conference**

For more information
www.masspta.org

For the first time ever – the New England states are combining for a Convention/Leadership Conference! We are calling it the **New England Extravaganza**. In addition to leaders and PTA members from Massachusetts, you'll get to meet PTA members and leaders from other states and National PTA! The event has been condensed to only one overnight AND ... it's in New Hampshire! See page 3 for a brief overview of the event and watch our new website, www.masspta.org, for updated information. National PTA and many State Presidents are looking to this event as the gold standard for future collaborations. Please plan on being there March 16-17, 2007.

To all of you who attended the July 22 Leadership Conference — thank you ... thank you for your time, commitment, dedication to learning, and for sharing your passion. The attendance was outstanding. I'm thrilled that so many of you took the time to meet and greet others, get great ideas, and share in the wonderment of the Basketball Hall of Fame, as well as receiving your 2006-2007 membership materials. Let us know what you thought on the new online poll at www.masspta.org. If you were not able to attend and are interested in receiving additional training, please contact us at info@masspta.org and we can schedule a few hours to talk to the leaders from your school or area about finding ways to succeed.

Congratulations to all the units who received **Membership Increase Awards**. Keep up the good work, read through this issue of your newsletter to get new ideas, and be one of those receiving an award at the March Conference!

Have a great year!!

Michelle

Attention *** Attention *** Attention *** Attention *** Attention

MASSACHUSETTS PTA
2006-2007 OFFICER & CHAIR CONTACT FORM

Congratulations to many of you as you end or begin your term of office in your PTA. Thank you so much for all that you have done or will do to make our communities and state better for children.

As you know both Massachusetts PTA and National PTA use the information you give us to provide your local unit officers and chairs with timely and useful information throughout the year. We know that many of you either have already had or will have elections in the near future. We are asking for your help to ensure that next year's officers and chairs receive information they need. Please complete and send in this form immediately once elections are held. You can update the form any time throughout the year as needed. Even if the same people are returning to the same office, please let us know. You can also get this form on our website. Thank you for helping us to help you.

Mail to: Barbara Bailey, Leadership Vice-President, 84 Reed Street, Lexington, MA 02421 or email to admin@masspta.org. Questions? Need your ID number? Email info@masspta.org or call 508.347.7055.

PTA NAME (AS FOUND IN YOUR BYLAWS): _____

NATIONAL PTA ID # (8-DIGITS): _____

President (term begins: _____ term ends: _____)

Name: _____ Day Phone: _____
Address: _____ Eve Phone: _____
City: _____ Email: _____
Zip: _____ Fax: _____

President-elect, Co-President, or Vice-President (term begins: _____ term ends: _____)

Name: _____ Day Phone: _____
Address: _____ Eve Phone: _____
City: _____ Email: _____
Zip: _____ Fax: _____

Secretary (term begins: _____ term ends: _____)

Name: _____ Day Phone: _____
Address: _____ Eve Phone: _____
City: _____ Email: _____
Zip: _____ Fax: _____

Treasurer (term begins: _____ term ends: _____)

Name: _____ Day Phone: _____
Address: _____ Eve Phone: _____
City: _____ Email: _____
Zip: _____ Fax: _____

BRING YOUR MEMBERSHIP PLAN TO LIFE!

Plan!

- (1) Invite Massachusetts PTA to provide you a workshop specific to membership campaigns and challenges
- (2) Develop a membership campaign and challenge
- (3) Develop a marketing program for outreach
- (4) Offer Incentives, i.e. special recognition to father/male members, develop a volunteer award package, offer members a free registration to Massachusetts and/or National PTAs' conventions

Retain and Gain!

- (1) Use member addresses (postal or email!) to send renewal letters to all members
- (2) Review the previous year's list - who didn't join this year? Find out why?

"Strength Training"

- (1) Ask your board to make personal contact with as many members as possible.
- (2) Offer leadership training, including: reaching membership goals, communication skills, conflict management skills, goal setting, budget planning, board know-how
- (3) Encourage board and general members to make use of National PTA's online e-learning courses

Celebrate Success!

- (1) Note or letter of commendation
- (2) Award or certificate
- (3) News article or Letter to the Editor expressing thanks
- (4) Small tokens of appreciation
- (5) Send to Massachusetts or National PTA convention for further training and inspiration
- (6) Simply say "thank you" and mean it.

NATIONAL/MASSACHUSETTS PTA DUES \$3.50
BENEFITS PRICELESS!!

WHEN SOMEONE SAYS NO

You have tried a variety of approaches for recruiting members. What do you do when some of the individuals you have been talking to do not see the advantages and benefits as you do? The following are some possible responses to those who are reluctant to join.

"I don't have time!" "I can understand that. However, it is your interest that counts. If you are unable to support the PTA with time, would you at least consider giving your financial support so that all the people working in the PTA know that you, too, are with us. You will have the satisfaction of knowing your money is helping, as we develop programs and activities that benefit not only your children but all children and youth."

"But I don't have any children in school!" "You do not have to have children in school to belong to the PTA. Anyone who cares about children can join PTA. As supporters, it is important that we have a voice in the decision-making process relating to the laws and regulations—whether in the schools or government—that affect children. You can have that voice through the PTA. Every child needs you. You will make a difference."

"I don't agree with some of the PTA's positions!" "Of course not. The only way to avoid disagreement would be to adopt a "do-nothing" policy. You would not want that kind of organization. But, in any case, it is easy for you to join. Then you can learn about the whole picture and help to change the direction of the organization."

"PTA doesn't really do anything!" "I cannot speak for what may have happened in previous years, but let me bring you up to date on what we are doing now. For example... (list current activities, programs, accomplishments, etc.). As you see, we are a very active group, doing many things that benefit all our children. We need time, funds, and goodwill from people like you to keep it happening."

"Not right now—maybe later!" "Later may be too late for being informed on the current issues and trends affecting children. Through the PTA, you will have access to the latest resources and publications designed to address today's challenges facing parents and children in the school and the community. Our members are the heart of the organization and determine the course of action we need to take by supporting PTA activities. Please consider helping us make a difference for all children.."

Members Make a Difference for ALL Children

The strength of your PTA lies in its membership—the parents, teachers, school administrators, business leaders, and community members who tirelessly devote themselves to making a positive difference in the lives of children. Members are the lifeblood of PTA and provide the leadership, the passion, and the hard work needed to improve the lives of their children and all children. Attracting new members and retaining current ones are among the most important duties of a PTA. A thriving membership doesn't just happen; it requires good planning and year-round attention from leaders like you.

Your PTA should plan and hold a kickoff membership campaign and then continue membership recruitment efforts at events throughout the year. Every PTA event is an opportunity to recruit new members, and every volunteer is a potential PTA member or supporter! Successful membership recruitment drives are essential to bringing new volunteers and excitement to your PTA.

10 Ways to Recruit More PTA Members

- 1. Assemble a creative membership outreach team.** Put together an outreach team that will be responsible for identifying potential new members in your community. While the entire PTA should be ready and willing to ask others to join PTA, let your outreach team guide the way.
- 2. Develop a network.** Think about your community as a recruitment network. Develop a list of local businesses and organizations you do business with or interact with on a regular basis. Contact them to talk about ways your PTA could partner with them.
- 3. Seek opportunities for PTA members to speak at community events.** Visibility is an important part of membership recruitment. Be aggressive in identifying opportunities for PTA members to speak at community events. Remember that within your PTA you have a wealth of resources: people who can speak about parent involvement, children's health and wellness, how to run an effective meeting, and more.
- 4. Promote your PTA.** Don't be afraid to "sell" your PTA and ask everyone in the community to join.
- 5. Work with the media.** Another method of informing a wide audience about your PTA's activities is submitting news releases to newspapers, radio and television stations, and other media that serve your community. Publicize your major events, and always invite people to join you for your next meeting. Provide your Web address or other contact information so that potential members can contact you. Remember that newspaper advertisements, messages in church or community bulletins, and letters to the editor can also help create interest in your PTA.
- 6. Use personal contacts.** Look around at your friends, family members, neighbors, and coworkers, as well as the members of other organizations in which you are involved. These are all potential partners in PTA work.
- 7. Take advantage of PTA resources.** As part of a network of more than 25,000 PTAs, you have access to great resources. Customizable posters, brochures, letters, fliers, and advertisements are available online at www.pta.org/marketing. Local unit presidents and membership chairs can use these resources to enhance membership recruitment and retention. Let your voice be heard on the PTA Bulletin Boards at www.pta.org/bb. Share ideas about improving student achievement, keeping kids safe and healthy, and managing media and technology use.
- 8. Enlist the help of a local celebrity.** Find a famous person in your town—every community has one—and ask him or her to be a spokesperson for your PTA. Ask him or her to serve as an Ambassador for Youth, to speak on behalf of your unit and encourage parents to get involved.
- 9. Increase activities, not meetings.** Remember that less is more—at least when it comes to meetings! Increase participation by having *fewer* meetings and *more* events. Meetings to vote and discuss business are necessary, but keep those short and to the point. Hold meetings when actual business decisions need to be made, and let members know in advance what you will be voting on.
- 10. Just ask!** Once people have expressed an interest in PTA, contact them right away so you can give them more information, find out about their interests, and invite them to participate. Make it personal; phone calls and personal visits will result in more members for your PTA.

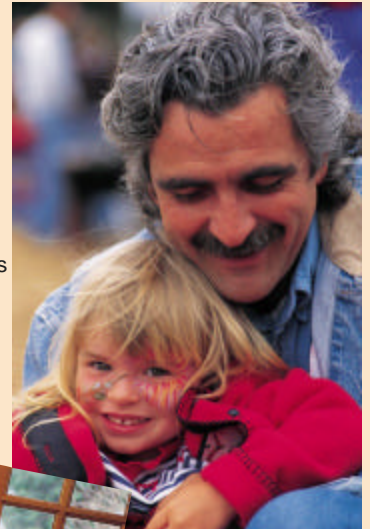
Check Massachusetts PTA's website at www.masspta.org for additional information for each tip.

Local Unit ... Council PTA

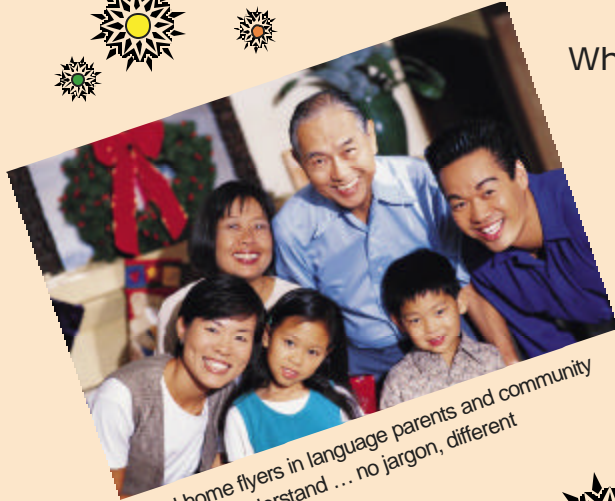
What do they ALL have in common?

YOU!

ALL members of PTA MUST be a local unit member!



Write letters about PTA's accomplishments to editors of your local newspapers.



Send home flyers in language parents and community members understand ... no jargon, different languages, etc.



Urge local TV and radio stations to use membership promotion spots sent to them from National PTA.



Encourage members to bring a nonmember friend to a meeting.



Most importantly ... ASK!!

Include your PTA in the volunteer listing section of your local newspaper.



Place flyers on community bulletin boards, at libraries, grocery stores, laundromats, community & senior centers, day care centers, health clinics, doctor and dentist offices, local college campuses and businesses... wherever parents and community members spend their time.



Set up a Reflections display in a library or shopping mall.



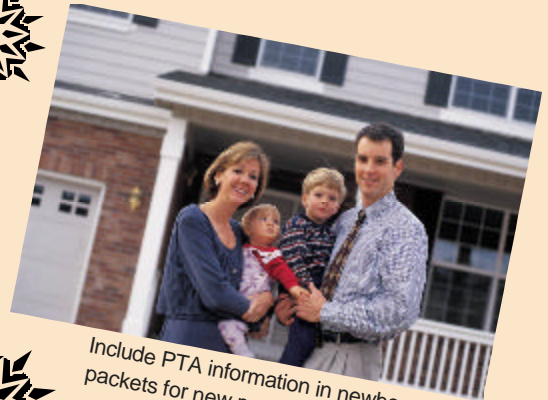
Don't forget to involve students ... especially if you're a PTSA.

State PTA ... National PTA

Make sure you have membership cards for new members at every PTA, school, and community functions.



Develop a brochure — "The Benefits of Belong to the XYZ PTA." List the benefits of belonging to YOUR PTA.



Include PTA information in newborn packets for new parents.

Include information about your activities in local church, organizational, and employee bulletins. Don't forget your local public access station.



Ask past members to return. Let them know what's new and that that they don't need a child in your school to support your PTA.



Involve local businesses and community members in your membership campaign.



Use your Online Membership Dues Reporting (OMDR) information to create email lists.



Place an ad for your PTA in the help wanted section of your local newspaper. Place membership ads on your local cable TV message board.



Who have you asked today to join YOUR PTA?



MEMBERSHIP OUTREACH CHECKLIST

How does your PTA plan to achieve its membership goals?
(Check all that apply.)

- Appoint a membership committee (or outreach team) of energetic individuals who have been trained in effective recruitment, marketing, and outreach techniques
- Develop a recruitment plan that clearly explains the expectations and benefits of membership in PTA
- Develop a recruitment plan that focuses on making PTA reflect the diversity of the community it serves
- Develop a retention plan that focuses on maintaining members' enthusiasm through interesting programs and relevant activities
- Implement an orientation and mentor program to successfully welcome and include new members and leaders in PTA
- Disseminate to prospective members brochures that provide general information about PTA and specific information about the unit
- Conduct a public awareness program targeted at the business and professional community to increase awareness about what PTA does
- Encourage members to start PTAs at all of the schools in the community (including early childhood education programs, high schools, charter schools, etc.)
- Take advantage of the many resources available from PTA at www.masspta.org, www.pta.org, and through mailings such as the *Back-to-School Kit*
- Participate in the PTA Unit Achievement Award program
- Ask! Each member will ask at least one new person to join PTA.

FROM OUR NEWEST PTA!!

Westport High School PTA Press Release — June 16, 2006

“Great things are happening - First, the Board of Directors of PAWHS is pleased to announce a few more letters added to our name. Yes, we have officially added the letters P T A (Parent Teacher Association). We are proud to become members of Massachusetts PTA and the National PTA. As PAWHS-PTA we are a self-governing unit with our own bylaws based on the Purposes and Mission of the National PTA.

Our programs and projects will continue to be exclusively ours based on the needs of our high school and community. We will not only have you the parents as members, but we are asking the teachers to join as well. Through the strength of a large state and national membership we will have more leverage, support and opportunities. Our school will now be in compliance with the “No Child Left Behind Law”, by having a parent group and best of all working with the teachers. We are a 501(c) 3 non-profit, tax-exempt organization under IRS regulations.

Secondly, a major project that's been in the works since inception of our Board is a website. The purpose of this site is to keep the school and community informed as to our many events, projects and accomplishments. With the groundwork of purchasing the exclusive web name and laying out this site, we are now posted on the Internet as www.wildcatpawhs.org. Our membership dues are now \$10 for individual and \$15 for a family. You can download the application from our site if you haven't already and mail to us at the address above.

If you aren't a member already please consider joining. We are offering a summer craze Hip-Hop dance class – Check out our web for more details and sign-up – there is a limited class size. Beginning July 11th – 27th every Tuesday and Thursday from 10AM-12Noon. Location of this great event is to be announced on our web. Make your reservation now.

On behalf of the PAWHS- PTA, we are wishing you and your family a happy and safe summer. Mark your calendar for September 12th for our first meeting on the New Year. See you in September.

Sincerely,
Jeanne Cawley, President
PAWHS-PTA

Welcome
PAWHS-PTA!!

INVOLVE THE COMMUNITY!

Events that provide partnership opportunities between your PTA and local businesses and organizations benefit all — the children, your PTA, the business/organization, and the community. Here are a few ideas:

Types of Events. bike safety rodeo, community development, read-a-thon, traffic/home/school/playground safety, educational fair, literacy program, public service announcements, work fair/career day, discount incentives for members, health fair, special needs children's forum, adopt-a-grandparent program, mentoring programs, storytelling, tutoring program.

Who to Ask. Insurance companies, city council, libraries, police and fire department, community groups with expertise in the arts, storytellers, service organizations, retirement homes, senior citizen centers, radio and television stations, newspapers, area businesses, doctors offices, hospitals and clinics, groups for people with special needs, professional executive organizations, university/college student organizations, churches, and other youth groups.

FULFILLING OUR MISSION AS ADVOCATES FOR CHILDREN. JOIN THE MASSACHUSETTS PTA LEGISLATIVE NETWORK.

by Ellie Goldberg, Legislation Vice President

PTA members can and must participate in public policy making. We belong to PTA because it supports us in advocacy and lobbying efforts to mold local, state and national programs, policies, and priorities on behalf of children. What does the Massachusetts Vice President of Legislation do? What can PTA members do?

As VP of Legislation for Massachusetts PTA my role is to raise awareness of PTA issues and positions among PTA members, policy makers and the public. At times, I am a spokesperson on National and Massachusetts PTA priority issues, giving testimony at hearings and joining policy making committees on behalf of the PTA. I keep informed on legislative activities at the state and national level, attend national meetings and conferences, and participate in national legislative and policy conference calls.

Then I send out the e-newsletter ***Massachusetts PTA Takes Action*** to keep you informed about the news and resources you need to play a leadership role in making children a high priority in your community and at the state and national levels.

I also send out ***Action Alerts***. These are usually urgent appeals for action at critical times in the legislation and budget-making process. I hope you will write letters or make phone calls to state and national legislators, legislative committees, and news editors. Usually I can provide a draft, template or script to make it easy for you. These Action Alerts are an important way to make the PTA voice count.

The real key to public advocacy is developing and maintaining relationships with policy makers throughout the year. I encourage you to build strong relationships with your policy makers at the local, state and federal level. Get to know your legislators and their staff. Write letters to the editor about PTA priority issues. Increase the visibility of the PTA and promote PTA's advocacy agenda among the public and policy makers.

Do you have a passion? I am most passionate about environmental health and safety, pollution prevention, health security, asthma and other chronic health conditions, and school indoor air quality issues.

There are many other health promotion, education, nutrition, community safety and parent involvement activities that need your attention and involvement. Consider serving as the PTA liaison to or as a member of public policy committees and groups organized to promote the issues you care about.

Most importantly, think of yourself as a resource to your local PTA, to your legislators, their staff people, and other community policy makers. You are their eyes and ears at the local level. Let them know your personal, school and community concerns, interests and needs.

Also seek out local community partners and organizations such as the League of Women Voters, your district's Parent Advisory Committee for Special Education, Stand for Children, and other groups working to promote the interests of children and to enhance pride in the schools and community.

There is always plenty of room for new ideas! We are most powerful and effective when we work together. Please contact me at vp@legislation@masspta.org. I look forward to hearing from you.

Begin doing
what you want to do
now.

We have only this moment,
sparkling like a star in our hand
— and melting like a snowflake.

—Marie Beynon Ray



Ellie Goldberg with Representative Peter Koutoujian, House Chair of the Joint Committee on Public Health.

Ellie Goldberg with Maureen Ferris, Executive Director of the Massachusetts Legislative Children's Caucus



PTA "Revolution" Night

PTA MEMBER BENEFIT!!

Save \$4 off New England Revolution Tickets PLUS Free Parking

PTA Night: Saturday, October 14
PTA Night: Saturday, October 14



"Soccer Celebration"

An interactive area for kids of all ages, includes inflatables and face painting. Opens at 5:30 p.m.

Game begins at 7:30 p.m.

Price: \$14.00/ticket

Children under two who will be sitting on their parent's lap do not need a ticket.

Purchase tickets: Contact Katie Johnson, (508)384-4326 or send a check for the total amount made payable to "New England Revolution" to One Patriot Place, Foxboro, MA 02035, Attn: Katie Johnson.

Order deadline: October 10

Tickets will be available at the Will Call window.

Questions??? Contact Kim Hunt at presidentelect@masspta.org or (508)295-4268.

Check www.masspta.org for more information

Attitude

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company ... a church ... a home. The remarkable thing is we have a choice everyday regarding the attitude we embrace for that day. We cannot change our past ... we cannot change the fact that people act a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude ... I am convinced that life is 10% of what happens to me and 90% how I react to it. And so it is with you ... we are in charge of our attitudes." — Chuck Swindol



Resources for You

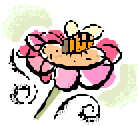


September is PTA Membership Month, and PTAs everywhere will be launching local membership campaigns. This year's campaign builds on the excitement of children going back to school and encourages parents to get involved in the lives of their children. PTA Membership Month provides an opportunity for PTAs across the nation to create joint membership events in their towns and regions.

As part of the effort to increase parent involvement, National PTA has developed many new materials to help PTAs reach out to new members. Those materials include membership campaign ideas, marketing templates, and sample recruitment letters and forms. In addition, there are many tools and resources in the *Back-to-School Kit* and the membership marketing section of the PTA website (www.pta.org/marketing) to help you develop programs and increase participation in your local unit. Back-to-School is just around the corner.

"Back-to-School Kit: Contents

- ⇒ Back-to-School event planning leaders' guide
- ⇒ PTA Program Planner notebook
- ⇒ PTA Programs Quick-Reference Guide
- ⇒ PTA Money Matters Quick-Reference Guide
- ⇒ PTA Membership Chairperson's Quick-Reference Guide
- ⇒ Spanish language supplement to the Quick-Reference Guides
- ⇒ Membership posters to display
- ⇒ Tips for membership outreach efforts
- ⇒ Expert resources on children's health and wellness
- ⇒ Materials to help schools accentuate the arts and appreciate culture
- ⇒ PTA Advocacy brochures
- ⇒ PTA membership material to share with your principal
- ⇒ Specialty items from proud PTA sponsors ...and more!



Online Dues Membership Reporting

Massachusetts PTA was one of the first states to work with National PTA last year to unveil a new program for our local unit's. The Online Membership and Dues Reporting (OMDR) system:

- ⇒ provides local units with a database system that can be used to generate mass mailings (electronic and otherwise)
- ⇒ will allow your local unit to maintain records long after individual officers' terms have expired.
- ⇒ and, will result in your unit and members receiving exciting new benefits and resources from Massachusetts PTA and National PTA.

Not heard about it? Want to participate? Email info@masspta.org or call the Massachusetts PTA for more information.

Websites of Interest

Promoting active and healthy lifestyles. This month's *pelinks4u* editorial shares information about a newly released national study of nutrition and physical activity in America's elementary schools. Visit <http://www.pelinks4u.org> today

Coalition Organized for Health Education in Schools (COHES) (MA PTA is a member)
<http://www.cohes.org>

Massachusetts Department of Education
<http://www.doe.mass.edu/>

Massachusetts Healthy Schools Network
http://www.mphaweb.org/pol_schools.html

Thank you to our sponsor ..

The Print Shop @ Dunn & Company

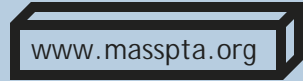
for donating the printing of
Massachusetts PTA's newsletters and informational postcards!

Online Resources from PTA

- ⇒ Membership Marketing Templates (customizable posters, brochures, etc.) – www.pta.org/marketing
- ⇒ Resources to help get men involved – www.pta.org/getmeninvolved
- ⇒ Increasing membership - http://www.pta.org/local_leadership_program_1116958199140.html
- ⇒ Quick reference guides for presidents, programs, membership, money matters, logos and graphics — http://www.pta.org/local_leadership_program_1121707157140.html
- ⇒ E-learning courses available include PTA Basics, Conflict Management, Grant Writing, Running a Successful PTA Program, and Effective Advocacy for Your Child — http://www.pta.org/local_leadership_program_1117205733828.html
- ⇒ 10 Ways for Parents to Help Teachers — http://www.pta.org/archive_article_details_1118086988656.html

Massachusetts PTA

PO Box 659
Palmer, MA 01069
Phone: 508.347.7055
Fax: 866-669-6257
E-mail: info@masspta.org



PRST STD
US POSTAGE PAID
COLCHESTER, CT
PERMIT NO. 16

RETURN SERVICE REQUESTED

If you are no longer an officer of this PTA, please complete the form on page 3 of this newsletter or online at www.masspta.org/forms and pass the newsletter on to the newly elected president. Thank you.

Help Wanted!!

Like to write? Take pictures? Stories and pictures are needed from local units to spotlight in this newsletter and on the website.

Interested in what's happening in D.C. and Boston? Want to learn more about becoming involved in issues? Join the Legislative Action Team today!

Want to receive cutting edge news in a variety of areas? Are you willing to speak on behalf of children and families and Massachusetts PTA positions? Massachusetts PTA regularly receives invitations to participate in many partner and coalition meetings. Help include parents' voices into as many of these policy making groups as possible. Volunteer for one meeting or for many! Focus areas right now are health and computer technology. Have another interest? Let us know!

The pay? Knowing that you're making a real difference for kids!

To apply, contact Massachusetts PTA at info@pta.org or Michelle Tremont, president, at 508-252-4976.


Check It Out!

www.masspta.org

COMPLETE THE OPINION POLL.

LET US KNOW WHAT YOU THINK.

MAKE THIS RESOURCE WORK FOR YOU!

PTA Member Benefit

New England Revolution

October 14, 2006

Deadline to Order Tickets: October 10
See Page 10 for details or www.masspta.org