



Keeping your PTA engaged!

Rachel Russell, Field Service Rep Region 1

Kansas PTA Mission (National, too)

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



Engagement is in our mission!

Engagement Begins With: YOU

Who are you?

Engagement = RELATIONSHIPS

Families
& School

STEP 1: PTA Relationships

Welcome
all
families



Families
& School

Have a plan for engaging everyone!

1. Introductions
2. Incentivize
3. Share the space

Be intentional.

Step 2: PTA Relationships

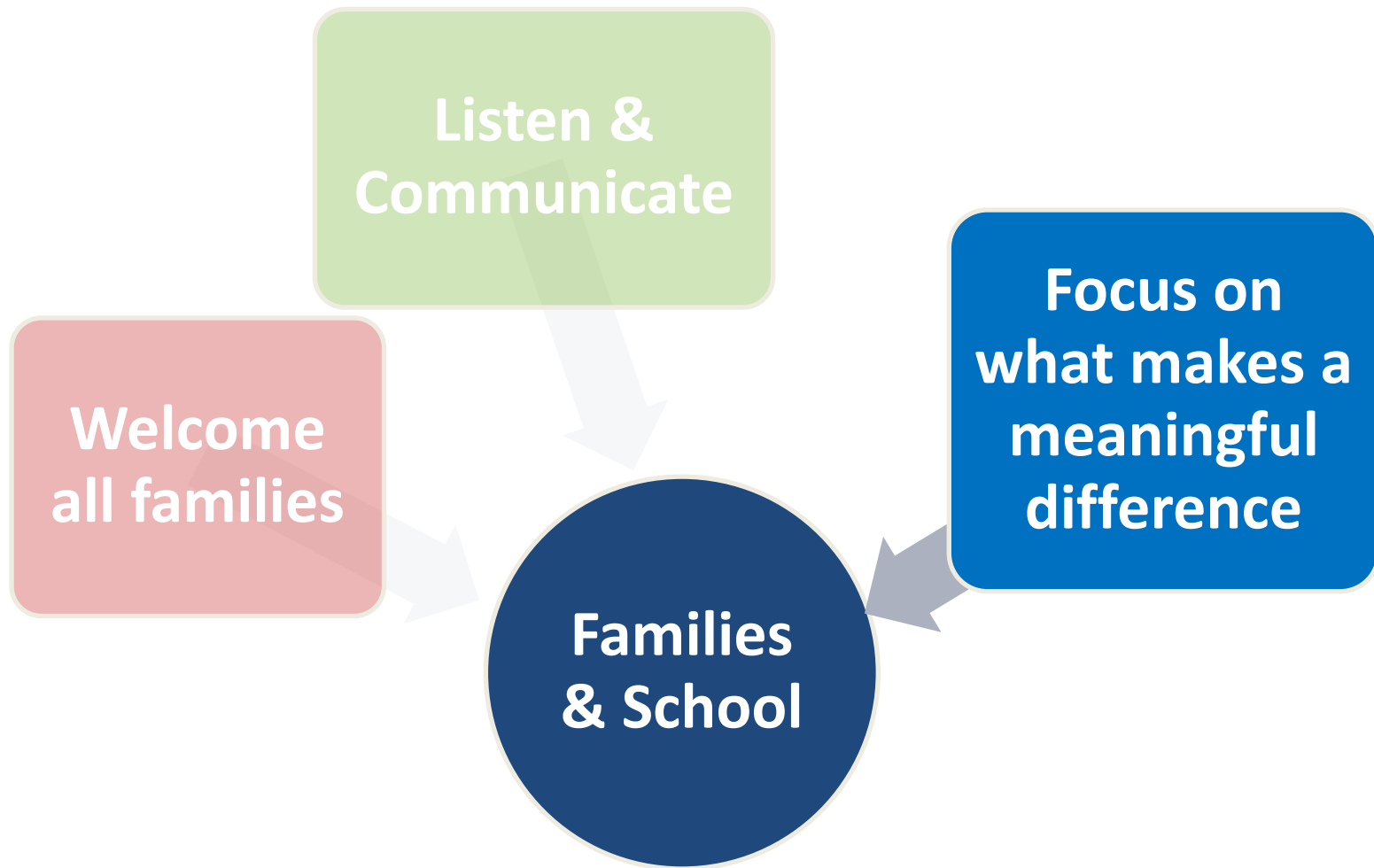
Welcome
all families

Listen &
Communicate

Families
& School

5 Steps for Strong PTA Relationships

Step 3: PTA Relationships

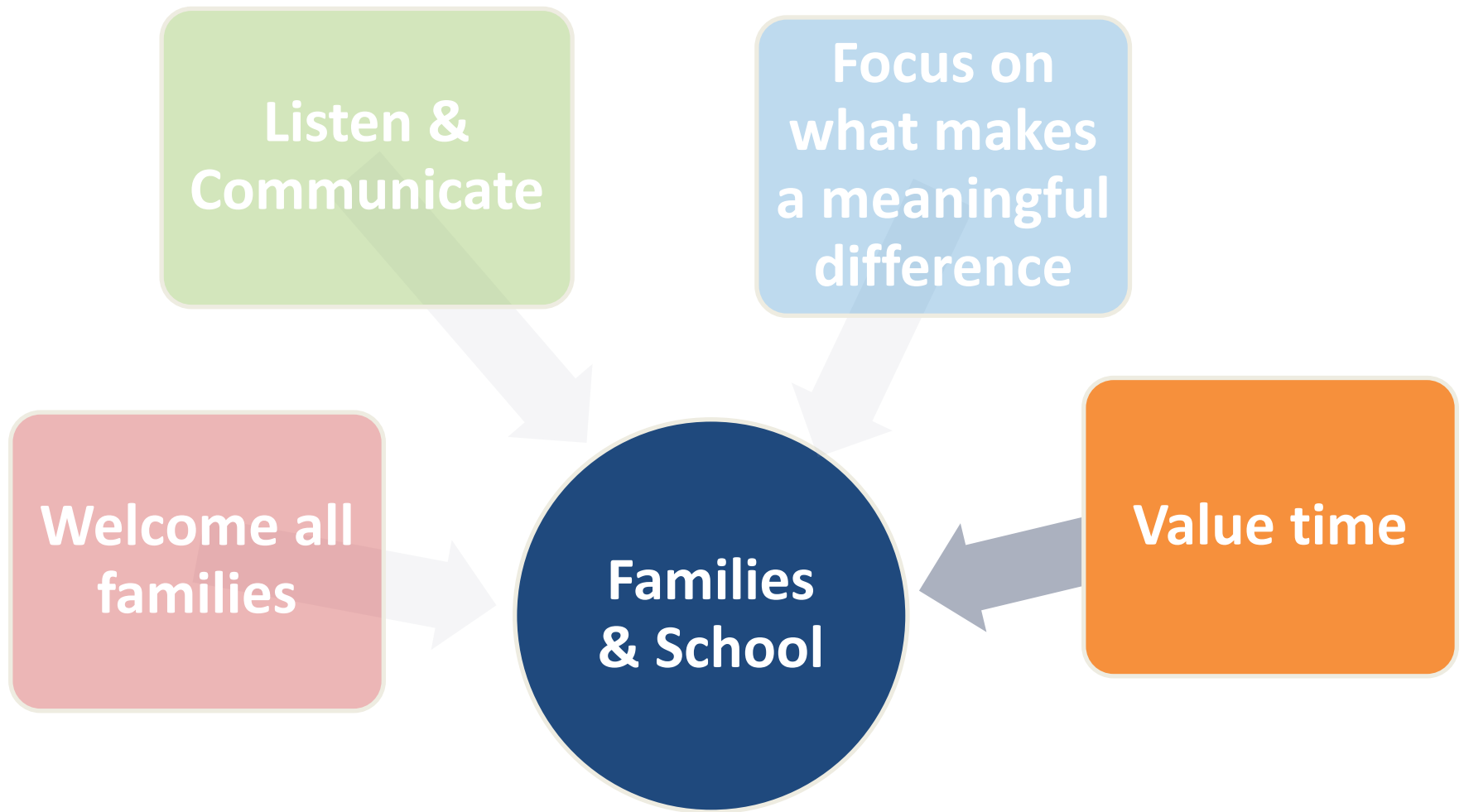


**“We cannot worry about the wind,
but we can control the sail.”**

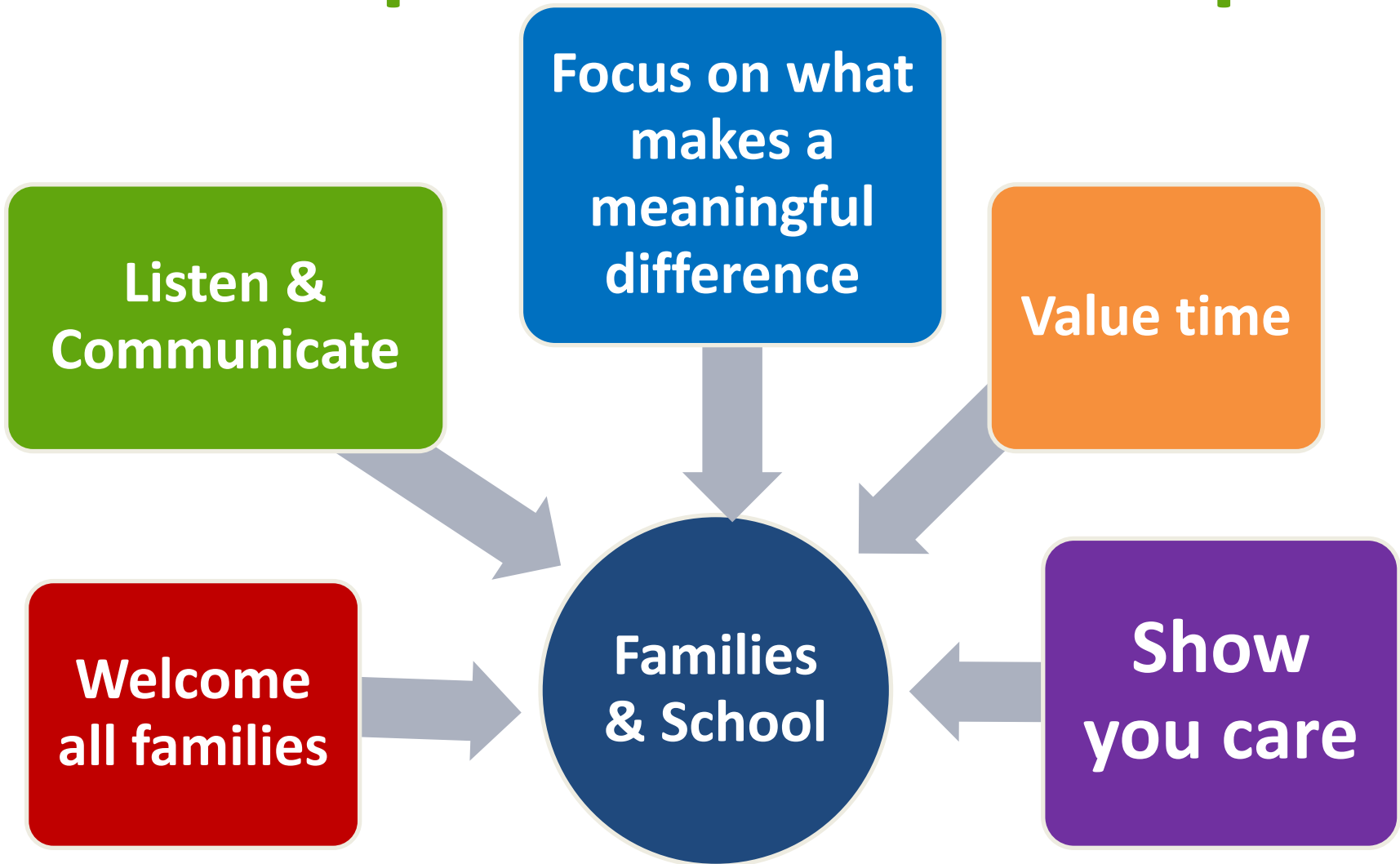
Stay positive.

PTA
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Step 4: PTA Relationships



5 Steps: PTA Relationships



5 Steps for Strong PTA Relationships

What are some ways you like to be appreciated?

Golden rule.

Communicate: Frequent, Often, Two-way

1. Use Memberhub!
2. PTA social media
3. School Newsletter



Presence and Recognition

Tools for YOU:

- Facebook: Local Leader PTA Group
- National PTA: The Center for Family Engagement



Questions? Thoughts?

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Did you get what you needed?

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