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

5 Steps for Strong PTA Relationships
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

- Listen & Communicate
- Welcome all families
- Families & School

Focus on what makes a meaningful difference

5 Steps for Strong PTA Relationships
“We cannot worry about the wind, but we can control the sail.”
Step 4: PTA Relationships

- Listen & Communicate
- Focus on what makes a meaningful difference
- Welcome all families
- Value time

5 Steps for Strong PTA Relationships
Welcome all families

Listen & Communicate

Focus on what makes a meaningful difference

Value time

Show you care

Families & School

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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