

How to Host a Successful PTA Event with Little or No Money

Durham Council of PTAs
2017 Back to School Kick-Off
Saturday, September 16, 2017

Presented by Nick Nicholson, Vice-President
& Charlene Reiss, Treasurer

Put Your Team Together

- Recruit from PTA, school community, teachers, community members
 - Get students involved to make posters, design graphics, help at event
- Decide on a Planning Chair or Co-Chairs
- Assign tasks to team members
- Create and share a planning schedule
- Communicate regularly!

What is the topic for your event?

- What are families at your school talking about?
- What do families want to know more about?
- What information would be helpful to families?
- What resources do you have in your school, DPS, community?

Explore available resources:

- School level

- Counselor
- AIG, EC, and ESL Specialists
- 504 Coordinator
- PBIS Coordinator
- School Resource or G.R.E.A.T. Officer

- District Level

- Office of Equity Affairs
- Child Nutrition Services
- AIG, ESL, EC, 504 Offices
- Department of Federal Programs
- Family Academy

Explore available resources:

- Community
 - Tutoring resources
 - Health and wellness opportunities
 - Parent education resources
 - Welcome Baby, Exchange Family Center, Darkness to Light/Stewards of Children
- County and State
 - Department of Justice Office of Public Protection
 - Internet Safety training: <http://www.ncdoj.gov/Top-Issues/Internet-Safety.aspx>
 - Communities in Schools
 - Cooperative Extension
 - Durham County Public Health and Social Services

Explore Other Topics:

- Base and Magnet School options
 - For rising 6th and 9th grade families
- Career & Technical Education Pathways
 - Grades 9-12
- Local elections
 - School board candidate forum
 - Bond issue information sessions

When Should You Hold Your Event?

- What works best for most families at your school?
 - Evenings? Weekends?
 - Some evenings better than others?
- Check all calendars
 - School
 - District
 - Religious holidays
 - Community events

Where Can You Hold Your Event?

- Where is the best location for your families?
 - School
 - Local community center
 - Neighborhood center
 - Local church or faith center

What Do You Need to Hold Your Event?

- Childcare
 - Parent volunteers
 - High school or college students
 - Many need community service hours
 - Volunteers from a local faith community
- What else do you need for childcare?
 - Location: Gym or another room at location
 - Activities: games, arts supplies, sports equipment
 - Sign-in sheet: telephone numbers for all parents

What Do You Need to Hold Your Event?

- Food
 - Donations from local restaurants
 - Check with families – some may own, work at, or have connections at restaurants
 - Donations from faith community or civic organization
 - Sponsorship from local business
- What else do you need for food?
 - Plates, napkins, utensils, cups, serving utensils
 - Trash cans
 - Plan for pick-up/delivery, set up, distribution, clean up

What Do You Need to Hold Your Event?

- Translation
 - Teacher or Community Member
 - Full Circle Interpreting
 - Professional simultaneous translation
 - Charges an hourly fee 919-536-7200, ext. 3232
 - Lots of experience with PTAs and school events
 - Find a business to sponsor fee
 - Durham Tech
 - Translation/Interpretation Programs
 - Sara D. Juarez, Director - juarezs@durhamtech.edu or 919-536-7200 x 3232

What Do You Need to Hold Your Event?

- Transportation
 - Buses
 - Find a sponsor
 - Carpools from neighborhoods to school
- Donations for a raffle
 - Extra incentive for attendance
 - Opportunity to raise money

How Do People Know About Your Event?

- Flyers
 - Make sure they include:
 - Date
 - Time
 - Location – building and room
 - Title and description of content
 - Intended audience
 - All families? Families and students? Families using specific service?
Families of students in a certain grade?
 - Details about food/childcare/translation/transportation
 - Registration or RSVP information, if applicable

How Do People Know About Your Event?

- Flyers - continued
 - English and Spanish
 - Translator on school staff
 - Within PTA
 - Among families
 - At District
 - Allow plenty of time for translation
 - Design two-sided
 - Can information fit on a half sheet?

How Do People Know About Your Event?

- Flyers - continued
 - How many students are in the school?
 - How many times will you send it home? Recommend 2 -3 times
 - Make copies
 - Donation from local company
 - Discount from local copy center
 - Permission to use school copier if PTA provides paper
- Distribute to teachers
 - Which day do announcements go home?
 - Do teachers need help stuffing folders?

How Do People Know About Your Event?

- Post and share on other platforms
 - Email PTA list-serve
 - School and PTA Websites
 - Social media
 - Phone or text tree
 - Connect-Ed

To Register or Not to Register....

- Should you ask families to RSVP or register?
 - Provides better information for planning food, childcare
- Not all families will respond
- Some families will not come at last minute because they did not register

Keep Your Team Organized

Task	Timeframe	Person Responsible	Location	Status	Notes
<i>LOGISTICS</i>					
Reserve Room	3 months out		SDC	confirmed	
Arrange child care	3 months out				
Plan menu	2 months out				
Order food	1 month out				
Confirm attendance of board members	1 month out				
Confirm food delivery and set up	2 days out				
Request IT staff participation in the event	2 weeks out			confirmed	
Confirm with IT staff by email	1 day out				

Planning is Done! Time for Action!

- Set up all rooms as needed
- Assign someone to meet and accompany presenters
- Have signs and/or people at doors directing families to food, childcare, and presentation
- Have sign-in sheet at doors and in presentation
- Have a table set-up so people can join your PTA
- Sell your school spirit wear

After Presentation

- Provide opportunity for feedback
 - Hand-out short evaluation form
 - Ask for suggestions for other presentations
- Thank presenters
- Thank attendees
- Clean up!

Need help? Contact us!

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