

State Office Support

- * Members have instant access by phone or email to a small, professional and dedicated staff to support grassroots activities



Advocacy

- * Hosts Rally Day during legislative session for hundreds of PTA members and leaders
- * Advocates for policies to improve educational opportunities and health and safety for Texas children. Reviews over 6,000 bills each legislative session, and monitors over 400 bills impacting Texas children. Up-to-the minute legislative updates and action alerts sent to keep members informed and involved
- * Provides up-to-the minute legislative updates and action alerts to keep members informed
- * Provides the daily voice of Texas families through Texas PTA lobbyist
- * Pursues aggressive policy agenda to improve opportunities for Texas children
- * Pursues opportunities to raise awareness about the mission of Texas PTA and support for its goals to ensure that Texas PTA is the voice of Texas children



Partnerships (not all are listed)

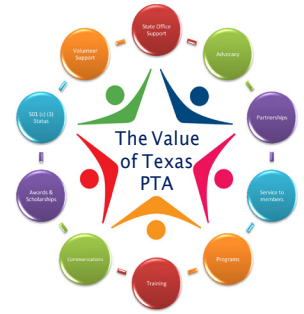
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| * Environmental Defense | * Texas Action for Healthy Kids Alliance |
| * Friends of Texas Public Schools | * Texas Association of School Boards |
| * Keep Texas Beautiful | * Texas Association of Partners in Education |
| * Parent Information Resource Center | * Texas Commission on the Arts |
| * Partnership for a Healthy Texas | * Texas Education Association |
| * Raise Your Hand Texas | * Texas Library Association |
| * Smoke-Free Texas | * Texas Music Educators |
| * Texans Standing Tall | * Texas Suicide Prevention Community Network |



Service To Members

- * More than 4,000 members assisted via phone and email per month
- * More than 100 new PTAs chartered per year
- * New resources and materials developed every year to make PTA leadership easier
- * Daily assistance to PTA leaders on how to lead a PTA, assistance with bylaws, budget and finance assistance, 501(c)(3) compliance and more
- * More than 6,000 discounted member benefits utilized per year

The Value of PTA



Programs

- * Hosts Reflections program, with 50,000 Texas students participating annually
- * 10,000 PTA members benefit from nearly 150 parent education programs each year
- * Recognizing excellence through academic scholarship programs and Outstanding Educator Awards



Training

- * 4,000 PTA leaders trained through Summer Leadership Seminar and Family Engagement Conference
- * 100 PTA leaders trained during Lone Star Leadership Weekend
- * 4,000 PTA leaders trained in FOUNDATIONS: Leader Orientation



Communications

- * *The Voice* – colorful, reader-friendly and interactive format - published quarterly
 - * Email notice of publication to over 40,000+ PTA members
- * Email Newsletters
 - * *Council Connection* - Council newsletter
 - * *Just the Right Fit* - Healthy Lifestyles newsletter
 - * *The Review* - Arts in Education newsletter
 - * *Connecting with Membership* - Membership newsletter
 - * *Under the Dome* - Legislative Action newsletter
- * Website
 - * Over 21,000 visits per month, viewing 87,000 pages
 - * Daily updates to keep content fresh and relevant
- * Social Media
 - * Facebook, Twitter, Pinterest, Instagram



Awards and Scholarships

- * 200 awards to Local PTAs for outstanding achievement in programs and parent involvement
- * \$20,000 in scholarships for continuing and higher education to PTA students and educators annually
- * 3,000 individualized membership awards distributed annually
- * 2,000 new life members awarded annually



IRS 501(c)(3) Group Exemption

- * Exemption from federal income tax and state franchise tax to all Local PTAs in good standing
- * Administrative assistance on IRS and sales tax issues
- * 2,800 Employer Identification Number (EIN) Verification Forms verified per year with the IRS



Volunteer Support

- * State board of directors
- * Field Service Representatives
- * Literature and resources created by volunteers
- * One-on-one and group networking opportunities throughout the year