

## Can Fundraising actually be Fun?



**Carrie Dixon** | Missouri PTA Resource Development Chair | [carried@mopta.org](mailto:carried@mopta.org)

During my time in PTA I have seen and done my share of fundraisers. As the years have gone by I have experienced all the good and bad that these money making necessities have had to offer.

The question I have for you is: Have you ever said that a fundraiser was fun? I have. I recently experienced how stepping out of the box with a fundraiser can be very rewarding and fun.

My daughter's school did a relay fundraiser last spring. Each student who participated had to set a personal fundraising goal. The students competed against each other to see who could raise the most money. My daughter came up with a plan to put toilets in the yards of our neighbors in order to raise money. It was so simple. We would drop the toilet off in a yard with a sign that included instructions of how to get the toilet removed for a fee. People were willing to pay to have the toilet removed and often sent it to a friend's house as well.

When we started we had no idea if it would work but it didn't take long for us to realize that people would pay to share the fun and a few laughs with their friends. Not only did our family, friends and strangers have fun while doing a fundraiser, but we raised over \$2,000 doing it.

Here are a few tips that we used when deciding on our fundraiser.

1. Make sure you start the fun with the planning - We created a plan of what we wanted to accomplish with the fundraiser, and gathered the supplies we needed to do it. In our case, 2 toilets that we decorated.
2. Capitalize on parent involvement by creating a plan around what they want. It helps parents and kids to be committed to the fundraising effort when they are having fun and understand what they are raising money for. My daughter was able to get farther in her goal because she listened to what we, her parents, were willing to do and created a fundraising plan around that.
3. Do fundraisers that will get you the biggest bang for your buck with large profit margins and little effort from you and your volunteers. We were able to have 100% of the proceeds from what we raised go straight to the cause because we were able to get donated supplies and had no other expenses.
4. Do fundraising events that involve your school and your community (this means people you don't know as well) in having a good time. Over half of the money we raised was due to strangers.
5. Remember that incentives and competition are great tools to get your families more involved! - The last few days of the competition we moved the toilet like crazy because another student was getting close to my daughter's raised amount.

Supporting student programs through fundraisers really can be fun when you think outside the box and plan well. I wish you and your PTA the best in your fundraising efforts. Have FUN!

## Missouri PTA

**PTA Vision:** Making Each Child's Potential A Reality

**PTA Mission:** PTA is a powerful voice for all children, a relevant resource for all families and communities, and a strong advocate for the education and well-being of every child.

The **Purpose of PTA** is to promote the welfare of the children and youth in home, school, community, and place of worship; to raise the standards of home life; to secure adequate laws for the care and protection of children and youth; to bring into close relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth; to develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

# Mark Your Calendar

Contact us! [contact@mopta.org](mailto:contact@mopta.org)

 MissouriPTA  MissouriPTA  @MissouriPTA

Today   Thursday, September 1 ▾

 Print **Week** Month **Agenda** ▾

Thursday, September 1

Childhood Obesity Month

Monday, September 5

Suicide Awareness and Prevention Week

Tuesday, September 6

Suicide Awareness and Prevention Week

Read a Book Day

Wednesday, September 7

Suicide Awareness and Prevention Week

Thursday, September 8

Suicide Awareness and Prevention Week

Friday, September 9

Suicide Awareness and Prevention Week

Monday, September 12

National Arts in Education Week

Tuesday, September 13

National Arts in Education Week

Wednesday, September 14

National Arts in Education Week

Thursday, September 15

National Arts in Education Week

Friday, September 16

National Arts in Education Week

## Missouri PTA September Calendar

Looking for ideas or topics for a PTA Event or meeting? Check out the Missouri PTA website calendar. We have added some National Awareness Weeks and some fun days, too! Visit <https://mopta.org/moptacalendar/> for the full list.

This calendar is in Agenda View, but you can also select week view or month view for any month!

10th Annual

## MO Safe Schools and Colleges Conference

September 27 - 29, 2016 Tan-Tar-A, Osage Beach

Learn more ways to keep your students safe at the 10th Annual MO Safe Schools and Colleges Conference hosted by MSBA's Center for Education Safety.

Featuring Keynote Speaker:  
**Lt. Col. Dave Grossman**

An internationally recognized scholar, author, soldier and speaker who is one of the world's foremost experts in the field of human aggression and violence.

Session topics will include:

- Crisis Communication
- Mental Health
- Behavioral Risk Assessments
- Severe Weather
- Cyber Security
- Radicalization

See Lt. Col Dave Grossman on Thursday, September 27 with a Special One-Day Price of \$99.

Registration opens June 13 at [www.moces.org](http://www.moces.org) or call 800-221-6722.

MSBA's Center for  
Education Safety  
**CES**  
[www.moces.org](http://www.moces.org)

Visit the [Missouri PTA Webpage](http://MissouriPTAWebpage) for more information.

National Association of Parliamentarians  
Jacomo Unit Presents -  
"Building a Better Meeting"  
Basics of Presiding  
Minutes, What Happened?  
Used and Abused Motions

Saturday  
October 15,  
2016

All topics will be presented by Professional Registered Parliamentarians, experts in their field.

Q & A session will follow. Learn how to become a member!

Tickets are available for \$30.00 ~ Continental breakfast & all workshop materials included.

Hilton Garden Inn

19677 East Jackson Drive  
Independence, MO 64057

Time: 9:00am to Noon

Deadline for Registration:  
October 1, 2016

# Mark Your Calendar

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## School of Excellence Enrollment

April 1 – Oct 1, 2016

## Deadline to submit Resolutions to Missouri PTA

Oct 21, 2016

## Unit in Good Standing fiscal year-end report, annual financial review, and copy of IRS filing due to state office

Dec 1, 2016

## Reflections Entries due to Missouri PTA

December 17, 2016

## National PTA Legislative Conference

March 7-9, 2017



Save the date and budget now!  
Friday, April 28 to Sunday, April 30, 2017  
Stoney Creek Hotel and Conference Center  
2601 S. Providence Rd., | Columbia, MO 65203

# Missouri PTA 2017 Convention

Visit [www.MoPTA.org](http://www.MoPTA.org) for more information



## GAME ON GRANTS due: SEPTEMBER 16



[ActionforHealthyKids.org/Grants](http://ActionforHealthyKids.org/Grants)

DO YOU WANT TO WIN

## \$5,000 FOR YOUR PTA?

Good Housekeeping is proud to announce POP Stars, a proof-of-purchase contest in partnership with National PTA

You may win one of four (4) \$5,000 cash prizes for your PTA. Additionally, each State PTA with a winning local unit PTA will be awarded \$1,000 cash. If your local PTA wins, we will fly you to NYC for a luncheon and check presentation in the famed Good Housekeeping Institute.

[Register today](#) to become an official coordinator on behalf of your PTA. Go to [ghpopstars.com](http://ghpopstars.com) to learn more and to register.

# From the Missouri PTA President

Contact me! [dorothyg@mopta.org](mailto:dorothyg@mopta.org)

[f MissouriPTA](#) [p MissouriPTA](#) [t @MissouriPTA](#)



**NOKID  
HUNGRY**  
SHARE OUR STRENGTH

## Missouri

In Missouri, approximately 50 percent of our students come from low-income and food-insecure households and rely on a free or reduced price lunch each day. However, of those kids, less than half of them are eating breakfast at school. Too many of these students miss out on breakfast because it is served before they arrive, or they do not want to face the stigma of eating alone in the cafeteria.

The [No Kid Hungry Breakfast Challenge](#) offers funding to qualified schools to help offset the costs of making the switch. Schools with a free-and-reduced-eligible population of at least 60 percent can apply for funding up to \$3,000 to cover the cost of equipment like rolling carts, kiosks, and insulated bags. Applications are due no later than September 30, 2016. Visit the [webpage](#) to learn more and [apply!](#)



## Danger Ahead - It's the small things

Dorothy Gardner | Missouri PTA President | [dorothyg@mopta.org](mailto:dorothyg@mopta.org)

In the Ozarks exists this one particular country road I love to run. There are aspects of this route that can't be duplicated on the running paths around my neighborhood. However, due to the fact it is a narrow road in a remote area I carry some concerns with me when I run. Specifically, I worry about cars and snakes. From what I've gathered there seems to be no speed limit for this stretch of pavement. And with the hills and turns I worry drivers whipping around corners may not see me. As for the snakes, well it's out in the country and I possess both a healthy respect and fear of snakes. So basically I worry about getting knocked off the road and bitten by a snake. However, in the many years I've run on this road for the most part all the drivers have allotted me a wide berth and every time I've thought there was a snake in the distance it turned out to be a stick. In all actuality it is the seemingly small or harmless things I should really worry about like tripping while trying to avoid the stick I thought might be a snake and falling into the Virginia Creeper on the side of the road of which I happen to be allergic.

When it comes to PTA we often worry about the possible big scenarios that might wreak havoc. "What if the fundraiser goes belly up?" "How will we pull off carnival if no one volunteers?"

And, yes those are valid concerns but in reality it is typically the little things that end up causing havoc. Not having someone else proof read dates and times in an announcement before it went out to the masses and causing mass confusion as to when the event was supposed to take place. Failing to budget for insurance and then being told at the last minute the bouncy blow up that was ordered can't be used. Brushing off a concern raised during a meeting because everyone wanted to get out on time and having that individual turn to social media to gripe. Failing to crack open those bylaws and ending up losing the unit's non-profit status because no one filed the 990s.

So while I've never once been run off the road or encountered a snake I'll admit I still do carry those worries when I run my country road. But, I am also mindful there are smaller hazards that might cause me to go tumbling and I take precautionary measures for those as well. Will the PTA year run without a hitch if you make sure both the big and small things are accounted for? Well I can't make that guarantee, no one can. But, things will generally run smoother and you'll be better prepared for whatever might lurk around the corner.

# Transmission: Success

Contact us! [communication@mopta.org](mailto:communication@mopta.org)



MissouriPTA



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@MissouriPTA



**Amy Blakemore**  
Missouri PTA VP of  
Communications  
[amyb@mopta.org](mailto:amyb@mopta.org)

## TWITTER TIPS



**Twitter** is a multi-usage platform that organizations and businesses use to share information about a product, brand or program. Using only 140 characters, your tweets can include a link to any web content (blog post, webpage, PDF document, etc.) or a photograph or video.

Source: [Social Media Examiner](#) (2013).

### Write Clearly + Concisely

Stop the grammar errors. Many Tweeters automatically think it's OK to recreate the dictionary by shortening words with abbreviations. Tweet with clarity, proper punctuation and be succinct—you only have 140 characters!

### Post Frequently

Twitter is fast-paced, which can cut the lifespan of a tweet drastically. For some local units that may be too overwhelming. **Twitter is most active from 9 a.m. to 3 p.m.** in any given time zone so focus your attention on tweeting during that time span and tweet or retweet 2-8 times daily.

### Be the Expert

Establish yourself as the expert in your industry and post/retweet helpful content and resources that are not your own. Tweet trending articles and share popular blog posts from your favorite newspapers, bloggers and partner organizations.

### Always Include a Link

Tweets with links have an **86% higher retweet rate**. Your link should have a "call to action" strategy. Take the user to your website. Ask the user to register for a webinar and link a tweet to the registration site.

### Use Hashtags Strategically

Hashtags (#) allow Tweeters to discuss issues and events on Twitter in real time. They also help to organize tweets, spread information and find new friends. Tweets should not have more than one or two hashtags.

### Quick Tips

- Shorten your links with Bit.ly or Ow.ly to track statistics
- Preschedule content ahead of time using HootSuite, Tweetdeck or Buffer
- Catch a user's attention with an image in your tweet. Photos should be at least **525 x 262** pixels wide.

## Times Have Changed, Technology is Here to Stay

My children have had a great first week of school. Attending their Meet Your Teacher Nights, I was excited to learn about their classes, teachers, and what they would be learning this year.

In our district, technology is integrated in our classrooms and students use Chromebooks for class work. I wanted to sign up for a class my 8th grader is taking called "Digital Tools and Apps". They will have such fun learning how to use online tools, build websites, utilize graphic design software, and developing a marketing plan for a lemonade stand. Times have changed where the internet has become part of the classroom.

I am confident that our schools keep our students as safe as possible online. But as parents, what can we do to make sure they are safe at home? I encourage you to read about [Family Online Safety Institute](#) in this edition of Contact.

Their focus is to make the Internet safe for kids. Sign up for their "[How to Be a Good Digital Parent](#)" program that was launched at the National PTA convention. This is an amazing resource for your PTA and school.

Another great parent resource is [CommonSenseMedia.org](#). Their goal is to help families make smart media choices. They review and rate movies, books, apps, websites and games and help you to make smart choices for your family.

## DESE Wants to Hear from You!

Excellent education in Missouri cannot be accomplished without parents and educators working together. The Department of Elementary and Secondary Education wants to know what you think matters most in public schools. The department is holding a series of meetings around Missouri to gather feedback from parents, students, educators, community members, and civic and business leaders. This is your chance to participate in planning for public education in our state.

The meetings will open with a short presentation, followed by an engaging group discussion. Here are some of the topics that you'll consider:

- Ensuring every student has an effective teacher
- Graduating students ready for success
- Creating high-quality schools in all regions of Missouri
- Supporting students who need additional help

The Department will incorporate feedback from the meetings as it develops a consolidated state plan for education. We are committed to building a plan that is supported by the people of our state and that will give every child – pre-kindergarten through 12th grade – the skills and knowledge needed for success in life.

For a schedule of the meetings, please visit <http://dese.mo.gov/quality-schools/2016-regional-meetings>. Choose the date and location that works best for you, and plan to join us. We look forward to meeting you and hearing your thoughts!

## The Fundraiser You Need Right Now! Fat Free Clutter Free Fundraiser

One of the great benefits about being a non-profit is the ability to accept charitable contributions. This 'fundraising' avenue is often overlooked by PTAs. Of course there are individuals out there who will only support a fundraiser if they are receiving a product. But there are just as many who would prefer to forgo the cookie dough, wrapping paper, coupon books, etc.

When asking for charitable contributions the more creative you can be the better your odds are at attracting the attention of donors. The "Fat Free Clutter Free Fundraiser" concept actually comes from a unit in another state who came up with this creative idea and found it to be highly successful.

The unit used a fun creative approach to highlight the desire to not buy another fundraising item no one really needed. They also highlighted the tax deduction benefit for those who participated and were sure to outline what the money would be used for by the PTA.

When conducting this type of fundraising it's a good idea to inform donors that a monetary charitable contribution deduction of any amount can only be submitted for the income tax deduction if they have one of the following – a canceled check, a bank record, or an acknowledgment receipt or letter from the PTA unit.

# Healthy unit check list

- Have you had an officer change? Send the new info into the state office.
- Budget is approved by the general members if it wasn't already approved last May.
- Present last year's year-end financial report and the annual financial review to the general membership for approval.
- Send the year-end financial report and annual financial review to the state office. No need to wait until the Dec. 1st deadline when the holidays are looming.
- Go ahead and file the 990 and send a copy to the state office. Again there is no need to wait for the deadline. If receipts were under \$50,000 the unit is eligible to file the 990-n also know as the E-postcard. It's easy and super quick.
- Send in membership dues. Dues are due monthly. For example, dues collected in September should be turned into the state office the first week of October.



The most commonly cited reason members don't attend meetings – time commitment. While it's important to address business, it is equally important to be both mindful and respectful of people's time. PTA meetings should be managed in a manner that allows the business of the organization and a meaningful program to be completed in a timely manner. One hour is a good time frame for the unit meeting. When planning the meeting it is suggested to use the BEE approach - Business, Education and Entertainment. Keeping within the one-hour time frame, plan to conduct and conclude business as efficiently as possible before proceeding to the education and/or entertainment portion. Plan guest speakers and presenters arrival accordingly to avoid feeling rushed to conclude business due to a waiting guest.

Start on time. The second most common complaint often cited would be a delay in the meeting start time. First make sure the presider and other officers are present prior to the meeting's stated start time. This allows everyone to not only get settled, but go over any last minute details prior to the start of the meeting. If the meeting start time rolls around and individuals are still filtering into

the room still start on time. Late comers can settle in as they come. The only instance when a start time should be delayed occurs when a quorum has yet to be met. The quorum amount stated in each PTA's bylaws is the number of members needed to conduct a meeting. If a quorum is not present, the meeting cannot take place.

Utilize an agenda. The agenda serves many purposes. It provides a clear guide to the presider to keep the meeting on track and running smoothly, an outline for the secretary to organize the minutes, and allows attendees to prepare ahead of time for the business to be covered.

Keep business to the point. The primary purpose of the meeting is to conduct general business not engage in committee work. It is better to appoint a committee to gather information and report at the next meeting than engage in lengthy discussions during the meeting. Appointing a committee and assuring everyone that their concerns will be covered in the next meeting is a better use of everyone's time. Just don't forget to put the committee report on the agenda for the next meeting.



## Bring Legislation and Advocacy to your Unit



**Carla Wiese** | Missouri PTA VP Legislation & Advocacy | [carlaw@mopta.org](mailto:carlaw@mopta.org)

Advocacy is one of the most important aspects of PTA. However, in the business of running your PTA Unit it may get overlooked. It becomes one more item on an already long agenda. It does not have to be time consuming or difficult. First, sign up for MO PTA's JC/DC network. This allows you to receive information from MO PTA Legislation Department via email that you can easily take action upon. We encourage that you publish the link for your members to also sign up.

Secondly, ask to be added to our monthly Bill Watch update. This report is updated monthly with all the information your Legislative Chairman will need to report back to the Unit.

Third, consider hosting a "Meet the Candidate" forum at your school. Start by inviting the local school board candidates. These individuals are very important and will directly impact your school.

In November we will be electing officials at the local, state and federal levels, consider hosting a Voter Registration drive. [Rock the Vote](#) has a step-by-step guide explaining how to do this. Missouri PTA makes bringing Legislation and Advocacy to the membership easy. For more tips visit [mopta.org](http://mopta.org) or [pta.org](http://pta.org).

Finally, with this being such a big election year please remember the following guidelines when interacting with PTA members, candidates and your community:

### PTA Don'ts

- Invite only one candidate in an election to come speak to the PTA.
- Tell PTA members to only vote for a candidate who supports X position.
- Distribute any campaign materials on behalf of a candidate.
- Wear campaign buttons or T-shirts during a PTA meeting.
- Establish, participate in or support PACs (Political Action Committees).

### PTA Do's

- Support issues that are good for children and youth. PTA should oppose issues that are bad for children and youth. That includes state and national legislation, as well as local laws and school district policies. PTA can and should take a stand on bond and levy issues.
- Sponsor public forums (including candidates forums – all candidates must be invited), lectures and debates.
- Send out questionnaires to all candidates asking in an unbiased way for their positions on issues. The results must be reported accurately and without editorial comment.
- Conduct voter registrations. The registration must be open to anyone, regardless of which party or candidates they want to vote for after registering.
- Remind members to vote.
- Educate candidates on issues important to PTA.

**Remember your voice does matter!**

**Don't forget to vote November 8, 2016**

## Kinda a BIG deal

Will Wiese, MO PTA Student Representative

This year is big deal; I am a senior and making decisions that will affect the rest of my life. I must decide which college, branch or service, or career path I will chose. I am also very aware of the choices those around me are making that will impact me but I have no control over.

No, I am not speaking about just my parents but all of you. This year is a big deal in the political arena. I cannot turn on the TV without being bombarded with political advertisements. I have political views, my parents would probably tell you I could discuss and debate politics for hours. However, this year I will not be able to go into a booth and actually vote.

That is why many of my nonvoting peers and I have become extremely upset when we hear people who can vote chose to stay home. I hear things like "why bother, I do not like either candidate, my vote really does not matter, the election is rigged."

Your vote does count, it does matter. My peers and I know it will affect our college loans, if we chose to enter the service, if we will be sent into battle, if we will have a job when we finish school. It affects how our schools operate and if preschool programs will continue.

I know from hearing my mom speak to PTA parents and anyone who will listen how education funding is at an all time low. Many states are almost bankrupt and education and programs outside regular classrooms are being cut. Please vote, this year is kinda a big deal for you and for me. It is all our future you are deciding.



Missouri PTA  
Department of  
Membership

# Power of PTA

Contact us! [membership@mopta.org](mailto:membership@mopta.org)



## Did you catch this? 2016-17 Membership Campaign Incentive

The Missouri PTA is offering an incentive for all units who increase their membership by at least 10% over last year. All units that meet the percentage increase will be put into a drawing for the cash incentive. This will be awarded at the 2017 Missouri PTA convention in April.

- 10% increase- \$250
- 15% increase- \$500
- 20% increase- \$750

Missouri PTA has set a goal of 50,000 members for this year. Check in on our website for an update on our progress.

## #MembershipMondays

Maintain an email database to easily manage your members, communicate with your entire school, create directories, and manage volunteers

[PTAKit.org/Membership](http://PTAKit.org/Membership)



**Burchell McGhee**  
Missouri PTA  
Diversity Outreach &  
Engagement Chair  
[burchellm@mopta.org](mailto:burchellm@mopta.org)

## How Diverse is Your Unit?

Diversity! Diversity! Diversity! This seems to be a hot topic in almost every aspect of society these days. If you add the term inclusion into it, that just complicates it more in some folks' opinion. I mentioned to someone that I needed to write an article on diversity and inclusion. They replied that they were sick and tired of hearing about diversifying everything and going out of the way to include everyone in everything. Needless to say, I was surprised at this response from this individual. How can you be tired of trying to make situations better by having more people that can add different input and knowledge?

Can you look at your unit and honestly say that it's diverse and you've included members of all of the demographics in your school? Honestly? What is diversity? Whew!!! Most people think of diversity along the lines of race but it's so much more. Diversity means more than just acknowledging that there are differences among us. The Diversity with Inclusion concept is an active one. It includes:

- Understanding the various races, ethnicities and cultures,
- Showing respect for our differences,
- Recognizing how the status quo has privileges for some and at the same time creates a disadvantage for others and
- Building teams and alliances with the school and community to build a stronger team.

If you think about your unit, can you say you practice this? Most can't. But let's start off the new school year with the mindset to start. First, gather the demographics of your unit and identify which groups are missing. The missing could include but are not limited to age, ethnicity, class, gender, physical abilities/qualities, race, sexual orientation, as well as religious status, gender expression, educational background, geographical location, income, marital status, parental status, and work experiences. We are trying to reach as many people as possible.

Make small and attainable goals. It's ok to think big but start small so you won't be overwhelmed. Reach out to community and civic organizations as well as churches in the neighborhoods surrounding your school for help and support. There are so many sources of information that we can use to help reach out to our community members that are not well represented within our units. When we seek to diversify and make efforts to include others in our units, we will become stronger. New members can bring ideas, new points of view and a plethora of untapped resources that can be nothing but beneficial to our children. This is a challenging task that must be done but let's try to make it fun in the process and enjoy one another along the way.



## VP Tips

**Susan Rupert**  
Missouri PTA President-Elect  
[susanr@mopta.org](mailto:susanr@mopta.org)

There is a section in the bylaws of each unit that speaks to the duties of the officers. Typically it states the vice president serves as an aide to the president and will perform the duties of the president in his or her absence or inability to serve. So sometimes the position is viewed as a "wait & see" job.

Are you prepared if you had to assume those responsibilities? Look here for monthly tips to help you be a better aide to the president, called upon to fill in occasionally or serve as president.

Here are some tips to start your year!

- Read & become familiar with your unit's bylaws (and standing rules if you have them).
- Understand the basics of Parliamentary Procedure. Does your unit have a copy of the latest edition of Roberts Rules of Order?
- Be a part of and understand the budgeting process.
- Know what it means to be a Unit in Good Standing and make sure your unit is.
- Work closely with the president. Know what is on the agenda for meetings and what activities committees are planning.

# PTA Swag & Pizzazz

Contact us! [programs@mopta.org](mailto:programs@mopta.org)

 MissouriPTA  MissouriPTA  @MissouriPTA

PTA understands the work of volunteers can only go so far with it comes to providing great programs and events in our schools. Sometimes funds need to be raised. But, there is no need to dread fundraising. Pick a fundraiser that provides some fun. PTA has established relationships with several fundraising companies in order to help units navigate the fundraising world. This is just one of the ways membership dues work for you!

## Fundraiser & Reading = Winning!

Who doesn't like to read? Book sales are a great way to promote reading and raise funds. The Children's Bookstore fundraiser has the extra advantage of not requiring a lot of volunteer power. Promote reading and raise great funds with a 100% online book fair. Your entire school community will love the convenience and advantages of an online book fair.

- Earn 30% of every book purchase.
- We ship books direct to the customer.
- More than 200,000 titles available.
- Schedule your book fair anytime.
- Very little staff and volunteer input required.
- No minimum purchase requirement and no fees.
- It's easy to manage and customize your book fair.



Visit the [Children's Bookstore website](#) to learn more and to set up your book fair. We're committed to help you have an awesome book fair, without the stress!

## Race For Education

Simplicity + Fun = Amazing Fundraising Results

Up to 85% profit for your school.

Eliminates families having to sell "products" to relatives, neighbors, and friends, and, instead, is a fundraiser that involves a minimal amount of time for parents.

Emphasizes wellness and physical activity for all students.

Parents and students love the success, sense of community, and joy in the program.

Enjoy your Race Day with the children, teachers, parents, and fans.

Step back and take pride in the fact that your Race for Education event raised significant amounts to fund a range of educational programs & activities.

Contact us today for your free Informational Packet. Visit [www.raceford.com](http://www.raceford.com) or call (717) 432-5908.



Building a successful college-going culture begins with early education and planning. You can help families in your schools by introducing middle & elementary school parents to planning for higher education expenses through savings and financial aid concepts while they still have time to plan. High School parents may not have as much time to plan but are still able to take advantage of the benefits of saving as well. Families also need to know that saving with MOST 529 is not just for 4 year colleges/universities, it can also be used at qualifying technical/trade schools - anywhere in the country. The MOST 529 plan can be opened with pocket change, contributions can be made any time, provides tax benefits and has a convenient gifting option with Ugift - allowing friends and family to contribute for birthdays/holidays.

Representatives are available to come to your school and provide a free 30-40 minute presentation to educate families about the benefits of MOST 529. We are also available to set up an informational table at your PTA meeting or event where parents can stop by, pick up information and get answers to their questions.

Please feel free to contact us through our email [most529team@ascensus.com](mailto:most529team@ascensus.com) or by calling Angela Williams (St. Louis) 314-601-2112 or Janet Kottman (Kansas City) 816-868-6277. You can also visit our website at [www.missouricollegesavings.com](http://www.missouricollegesavings.com) and request information/speaker under the "employers and other professionals" section.

# Resources & Reminders

Share your update or advertise with us! [contact@mopta.org](mailto:contact@mopta.org)

 MissouriPTA  MissouriPTA  @MissouriPTA



## Easy & Creative Fundraising

### Students design their own greeting cards

Children love sending their personalized cards to friends & family, they can be kept as a memory forever. PTA raises money for EVERY pack purchased, a fun activity with no upfront costs. Students design their own picture in calls - IQ turn them into quality greeting cards.

300 x students ordering 1 pack raises \$1,200

300 x students ordering 2 packs raises \$2,100

Request free sample pack! Visit the website [www.iqcardsschoolfundraising.com](http://www.iqcardsschoolfundraising.com)

## Beyond the Bake Sale: 10 Fundraising Ideas



Here are 10 fundraising ideas from Beyond the Bake Sale: The Ultimate School Fundraising Book, by Jean Joachim (St. Martin's Griffin, 2003) These ideas and foolproof methods to plan and execute a wide variety of fundraisers (complete with organizational timelines and tips for first-timers) can be found in her book.

1. Turn less-prominent holidays such as Cinco de Mayo and Presidents' Day into a moneymaking opportunity by holding a potluck supper and charging admission.
2. Print school logo T-shirts, mugs, and pencils and sell at a school store, sporting events, book fairs, and parent teacher conferences.
3. Photo sales: Find parent photographers to take photos of special school events such as award ceremonies, plays, and graduation; sell the photos to parents who forgot their cameras.
4. Start a garden on school property. Let students plant, tend, harvest, and sell the produce and flowers.
5. Hold a Thanksgiving eve pumpkin pie bake sale. Right before the holiday break, have parents show off their favorite pumpkin pie recipes. Selling seasonal specialties saves people a trip to the bakery or the trouble of making it themselves. You'll build in steady sales if you do this annually and people come to expect it.
6. Do you have any parents who are singers? Musicians? Stand-up comedians? Sign up parents with such skills for a grownups' talent show and charge admission. Teachers can participate, too.
7. At a street fair or other family event, rent costumes and have parents dress up as the Cat in the Hat, Pippi Longstocking, Curious George, or other popular children's storybook characters. Have the characters circulate along with a photographer armed with a Polaroid camera. Charge to take posed pictures.
8. Have a schoolwide art show of students' work. Offer free admission, but charge for refreshments.
9. Try a 50/50 raffle where the prize is half the pot. Interest grows the more you collect and buyers realize that the winner will take home at least \$500, for example, if you've sold \$1,000 worth of tickets. Watch the pot grow! Check local and state laws before you try this, however. Raffles are regulated in many areas.
10. Have a continuous white elephant store in a basement room in the school. Use a volunteer staff to run it, and ask for parent donations of secondhand clothing, sports equipment, and toys.

Missouri  
**PTA**<sup>®</sup>  
Online Store

**Shop-PTA.com**<sup>®</sup>  
Apparel, awards, gifts, supplies and more!

# Resources & Reminders

Share your update or advertise with us! [contact@mopta.org](mailto:contact@mopta.org)

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## Registering for the Performing and Visual Arts College Fairs

### Step #1

Students log onto [www.gotomypvafair.com](http://www.gotomypvafair.com) prior to attending a fair to register. They will be asked a few short questions such as graduation information, home address and interested major.

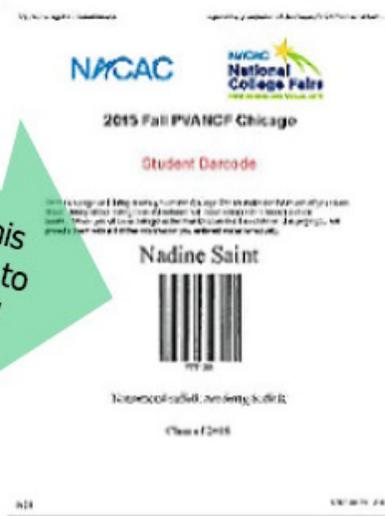
**Students can also register on their smart phones.**



### Step #2

After completing the online registration, print off the barcode identification.

**Students who register on their smart phones can save the image of the barcode for later use.**



### Step #3

College representatives will simply scan the student's barcode to access their information, allowing more time for one-on-one conversations and less time filing out inquiry cards.

**For students who use smart phones, college representatives will scan the barcode directly from their phone.**



Encourage your students to sign up for a Performing and Visual Arts College Fair prior to attending the fair. Log onto [www.gotomypvafair.com](http://www.gotomypvafair.com) today!

**NACAC**

National Association for College Admission Counseling

1050 N. Highland St., Suite 400 | Arlington, VA 22201 | [nacacnet.org](http://nacacnet.org) | [p 703.836.2222](tel:703.836.2222) | [f 703.243.9375](tel:703.243.9375)

# Resources & Reminders

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Family  
Online Safety  
Institute

GOOD DIGITAL PARENTING

## 7 STEPS TO GOOD DIGITAL PARENTING



### 1) TALK WITH YOUR KIDS

- Stay calm
- Talk early and often
- Be open and direct



### 2) EDUCATE YOURSELF

- Search online for anything you don't understand
- Try out the apps, games, and sites yourself
- Explore the GDP tips and resources



### 3) USE PARENTAL CONTROLS

- Activate the safety settings in your operating system, search engine, and games
- Use the parental controls on your children's phones, tablets, and game consoles
- Monitor your kids' use and their screen time



### 4) SET GROUND RULES AND APPLY SANCTIONS

- Agree and sign a family safety contract
- Set time and place limits for their tech use
- Enforce sanctions when necessary



### 5) FRIEND AND FOLLOW BUT DON'T STALK

- Friend your kids on social media
- Respect their online space and don't over do it
- Encourage your kids to create a good digital reputation



### 6) EXPLORE, SHARE, AND CELEBRATE

- Go online with your kids and explore their online world
- Take advantage of new ways of communicating
- Learn from them and have fun



### 7) BE A GOOD DIGITAL ROLE MODEL

- Curb your own bad digital habits
- Know when to unplug
- Show your kids how to collaborate and create online



[fosi.org/parenting](http://fosi.org/parenting)



## The Dedicated Listener



**Brian Mercer** | Pony Express Regional Director | [brianm@mopta.org](mailto:brianm@mopta.org)

I'm 44 years old. My wife and I have been together over 25 years. We have 3 children, Logan 20, Luke 15 & Emma 12. My regular job is working at Ford Motor Company for 23 years where I'm now a Team Leader.

I live in the North Kansas City School District, 15 years at local PTA level, 2 years PTA Council President. I serve the individual schools in my region by visiting PTA & Booster Club meetings and being available for any questions or comments they may have.

I have great parents who taught me well about life and communicating. I use those lessons myself when I go out and talk to the parents & educators in my region. 90% of communication is simply listening to what others are saying. There are so many parents & educators in our school districts with great ideas and thoughts just looking for someone to listen. My goal this year is to get out to as many of our individual schools PTA & Booster Club meetings as I can to meet and get to know all our great volunteers.

I've learned that being humble and remembering where you came from is one of the most important philosophies you can have in life. It's easy to be a good person and do good by others when everything is going well. How you behave when life gets difficult or things don't go so well is what defines you as a person.

My most meaningful experience has been helping and watching our oldest son go from child to teenager to successful college student. I've had a couple of bumps in life where I could have given up and thrown in the towel, but instead, I picked myself up and moved on. The best support you can have is family and good friends!

What is a proud accomplishment?  
Our three children, Logan 20, Luke 15 & Emma 12 are all my proudest accomplishments

My wife and I promised ourselves we'd do as much traveling as we could. We took the family to Disneyland in California and then made time for ourselves by traveling to Florida.

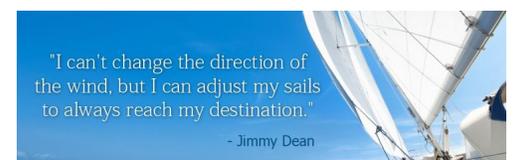
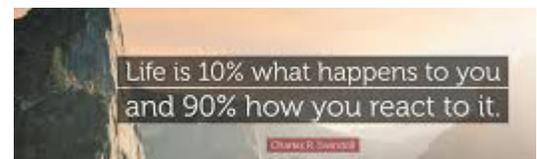
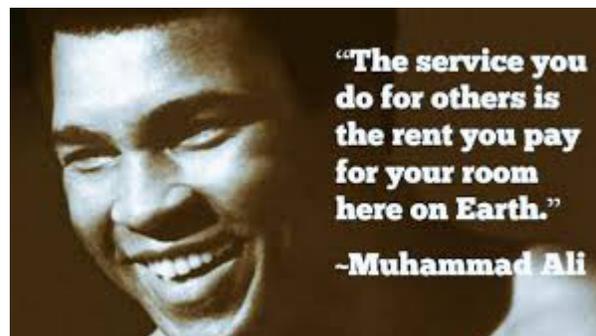
Food- When I'm not trying to eat healthy, it's chicken fingers or pizza.

TV Show/Movie- TV show "Survivor", Movie the original "Diehard" with Bruce Willis has always been my favorite

Music/Band- Classic rock will always be my favorite type of music, but with a 12 year old daughter, pop music grows on you. "The Beatles" or "Led Zeppelin" for bands.

Book- Anything by Stephen King

Activities/Hobbies- Spending time with family, traveling, mountain bike riding



**"If you give people a reason to come out and listen, then give them good information, they won't need a reason to come out the next time." -Brian Mercer**

Get To Know  
Your Missouri  
PTA

# Board of Managers

Contact Me! [amyb@mopta.org](mailto:amyb@mopta.org)



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**Amy Blakemore** | Missouri PTA VP of Communications | [amyb@mopta.org](mailto:amyb@mopta.org)

**TV Show/Movie** - Currently addicted to The Walking Dead and Game of Thrones

**Book** - I love books and will read any genre. I usually read several books at the same time because I can't choose what to read first. Our family is currently reading Harry Potter together.

**Activities/Hobbies** - Camping, reading, baking, sewing, movies, volunteering

**Describe yourself in 3-5 words**  
Independent, Helpful, Focused, Resourceful

**What are you learning this year?** I signed up for a Networking class to learn about the hardware and guts of a computer.

**What is a proud accomplishment?**  
I returned to college after a 20-year hiatus and will graduate in December!

I've served as the Missouri PTA Information Technology Chair (2 years), Vice President & Director of Communications (just started my term in April). I coordinate the Missouri PTA Department of Communications which includes Contact Magazine, Social Media and the Missouri PTA Website. I have been involved in my local unit for 9 years and am currently the President. I also attend council meetings but have not held a position there - yet!

I'm sad that summer is over but fall is my favorite time of year. I like the tradition of back to school shopping for new clothes and supplies. It's exciting to feel the anticipation of the students as they wait to find out who will be their teachers and classmates. I look forward to the energy and vibe at Meet Your Teacher Night when everyone is excited to see each other (parents too!) and start a brand new school year.

There are so many reasons why I love being a part of this organization. I love that being involved in PTA has helped me to develop strong relationships with staff and fellow parents. I love that students know me because I am active and present at their school. National PTA has a campaign called Show You're #PTAProud where they ask for you to use #PTAProud while sharing why you got involved in PTA or why you are proud to be a part of the association. I'll tell you why I am #PTAProud:

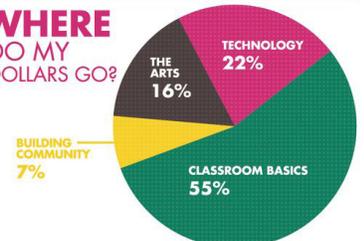
- PTA supports my students and my school - Whether at a local unit, council, state or national level, PTA is there advocating for our kids.
- PTA support all students - That's right ... ALL students. That is powerful!
- My voice makes a difference - Do you know that when you send in those alerts to your Legislators that you are making a difference? Legislators are interested in hearing what PTA has to say from ALL members.
- PTA Educates - There are many programs offered by National PTA to help you become a more engaged PTA member and leader. They also provide programs, tools and guides for parents regarding health, safety, special education, student success and more!

Please use #PTAProud to share why you are proud to be a part of PTA.

## PTA FUNDRAISING

**HOW MUCH** DOES THE PTA NEED TO RAISE?  
**\$163,556**  
WHICH AVERAGES TO BE **\$330** per student

## WHERE DO MY DOLLARS GO?



**CLASSROOM BASICS** :: INSTRUCTIONAL SUPPORT TEACHERS • TUTORs • COUNSELOR • TEACHER SPENDING ACCOUNTS • LIBRARY BOOKS • ENVIRONMENTAL EDUCATION • ASSEMBLIES • SCHOLARSHIPS • SCIENCE FAIR

**TECHNOLOGY** :: COMPUTER LAB MANAGER'S SALARY • TECHNOLOGY EQUIPMENT • IT SUPPORT FOR THE BUILDING • COMPUTER CLUBS • ENRICHMENT PROGRAMS (ROBOTICS AND CDI)

**THE ARTS** :: 100% PARENT-FUNDED ARTS FRIDAY PROGRAM INSTRUCTION AND SUPPLIES • INSTRUMENTAL MUSIC • RECORDER PROGRAM • DANCE • BOOK/IT DRAMA • ART DOCENT • MUSIC DOCENT

**BUILDING COMMUNITY** :: PTA MEETINGS/PARENT EDUCATION • POTLUCKS • MOVIE NIGHTS • BLAST • PARENT EDUCATION • BIKE & WALK PROGRAMS • FIELD DAY • ICEB DAY • DIRECTORY

## 100 Best Books Ever Written

