



SEPTEMBER 2022

Missouri
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Realistic Goals

BY CARLA WIESE, *Missouri PTA President*

I have answered many calls and emails about the lack of volunteers this year among our PTAs. I know for many PTAs this year is a year of rebuilding and reenergizing your PTA. What has worked in the past may no longer be feasible and it's ok to evaluate and set realistic goals for your PTA. I liken your PTA to a race.

When a race begins there are a lot of bystanders at the beginning of a race. They are all excited and happily cheering the racers on. The starting gun sounds and the race progresses inevitably the crowd cheering the racers gradually becomes smaller. Racers begin to tire as they near the midpoint where a crowd again gathers to cheer the racers on. The racers are invigorated by the enthusiasm and cheers and quickly race toward the finish. As the finish line approaches the crowds again begin to become smaller and the racers begin to feel exhausted. The racers are tired and focused on finishing the race. Some even question why they are racing and may drop out. There is another crowd gathered at the finish to cheer for the race well run and the satisfaction of completing the race. How would the racers feel if they only had bystanders supporting them for the first few miles? What if the race had no cheering crowds because of the weather? Would the lack of bystanders diminish the likelihood of any signing up for another race?

I share this antidote because much like a race is the PTA year. As officers, the year begins with much enthusiasm and volunteers. As the year progresses, volunteers become more difficult to find but often PTAs are afraid to shorten their race because of what has historically been done. Officers are stretched thin and often feel unappreciated. Our PTA race had COVID tossed in and now many of you are struggling. It is ok and **often necessary** to decrease the amount of things your PTA does. If you become too exhausted to finish the race and there are no volunteers to lend a hand, *are you benefiting your school?* Set realistic goals with the volunteers you have. Not only will your PTA be more successful but you will have an easier time finding and retaining officers. As you build your volunteer base you can then begin to increase programs. Remember it is not quantity but quality. PTA operates best when it is not a chore, but something you look forward to being a part of.

Never be afraid to ask for help and don't give up!

Diversity, Equity and Inclusion

BY TOI ALLEN
*Missouri PTA Diversity and
Engagement Chair*

Let's talk. About what? **Moving forward in a purposeful way.** Yes, Promoting diversity, equality, and inclusion in your community can be a big task, but you can find ways to make a difference! How? By calling attention to these values, reach out to local leaders, use social media, and allow your PTA units to act as a role model for your peers.

- At your school, encourage kiddos, parents, and teachers, to join or start organizations i.e. student led clubs to help bring awareness of different cultures and bridge gaps to facilitate and embrace inclusion.
- By sharing your story. The more we know about each other the better we relate to each other. Host events and invite speakers to share.
- Let's spread the word about these ideals, you can help create a safe, friendly community for all.

Missouri PTA alongside our National PTA is committed to "Every Child One Voice". We believe Diversity is our Strength. It's representative of ALL.

Equity provides fairness in resources, opportunities and outcomes so that every child, parent, teacher, as well as advocate gets what they need to be apart of a thriving community. Inclusion = actions, behaviors and social norms that embraces ALL and provides a safe space full of respect so everyone feels welcomed and that they belong.



August and September Honorees

The Missouri PTA Diversity and Engagement Department would like to shine the spotlight on August and September Honorees...

Special recognition and Honor to:

- Aug 9 - "International Day of the World's Indigenous Peoples"
- Aug 11 - Hindu "Raksha Bandhan"
- Aug 18 - Hindu "Krishna Janmashtami"
- Aug 26 - U.S.A. "Woman's Equality Day" 8/26
- Sept 5 - U.S.A. "Labor Day"
- Sept 15-Oct 15 - U.S.A. "National Hispanic Heritage Month"
- Sept 25-27 - Jewish "Rosh Hashanah"
- Sept 26-Oct 5 - Hindu "Navaratri"

To see more details about these and many more, check out National PTA's Multicultural Calendar [found HERE](#).

Membership Matters



BACK to SCHOOL WITH PTA

Did you know that the number one reason people say they haven't joined PTA is that they weren't asked? As we usher in the new school year and kick off our PTA Membership drives, remember that growing your membership can be as simple as asking everyone.

No need to reinvent the wheel - National PTA has 2 great Membership campaign toolkits to help you get started.

[PTA For Your Child](#) is designed to engage and excite new members and explores all the different ways we PTA.

Dynamic and customizable flyers help to effectively

communicate the value of PTA.

[You Belong in PTA](#) is the newest membership campaign developed by National PTA and helps your unit develop its own PTA value message.

THERE IS NO WRONG WAY TO PTA

JOIN NOW

Both campaigns include checklists, flyers (both preset and customizable), and social media graphics.



Good luck growing your membership!

10 Reasons to Join PTA

1 Amplify your voice

2 Network and meet new people

3 Access to online resources and e-learning tools

4 Grants and resources for family engagement

5 Participate in nationally recognized PTA programs

6 Money-saving benefits

7 Volunteer leadership opportunities

8 Raise money to support your school community

9 Great way to be more involved in your child's education

10 Help to create the village for ALL of our kids!



Don't Forget! Each month your unit should report your new memberships and remit payment to [MOPTA](#). Every unit who reports memberships by **August 31st** automatically receives the Early Bird Award!

Mindful Minute

BY JESSICA BROADWAY
Programs & Resource Development

Welcome back, I hope all you PTA leaders had a great summer and banked lots of memories with your families and friends. The beginning of the year always seems packed with to-do lists, open houses and kick off meetings. You are also likely in full swing branding your year with an incredibly inspiring theme. Our Theme at MOPTA this year is **PTA Together**. I wanted to kick off this school year with an invitation to be more together! Convention is right around the corner and for the last two years we have had to be more "in spirit" together, than actually together. While I celebrate our resilience and applaud how creative we have all been, nothing will ever be as powerful as showing up in person. greatbusinessschools.org has some fascinating stats on the benefits of in person gatherings. A few of them stood out to me as being powerful reasons PTA units will thrive this year if we focus on getting together in person.

1. 72% of people polled said they were influenced by looking at someone eye to eye and a handshake. This means the key to increasing membership is showing up to events and meeting people face to face. It is the life blood of helping new PTA families feel connected and part of the team.
2. Ideas increase in originality and idea generation through in person collaboration. Think of all the possibilities that can be created from getting together for a sip and solve or family resource night.

Based on those two benefits alone, you have to make plans to attend Missouri PTA's Annual convention. It is the time together you and your unit need to pave the way for an incredible year. Coming together at convention provides you with a like-minded community to collaborate with, connect with and grow with through the year. I hope to see you and your team at this year's Annual PTA Convention, until then check your calendars to ensure you have made plans for your units to get together in person.



OCTOBER 21-23, 2022
CAMDEN ON THE LAKE
LAKE OF THE OZARKS, MO

2022-2023 Reflections Program

Reflections resources for the 2022-2023 program year, Show Your Voice can be found here

<https://mopta.org/category/programs-services/>



2022-2023

CALL FOR ENTRIES!

SHOW YOUR VOICE!

Learn more and get involved!

PTA.org/Reflections

EXPLORE THE ARTS AND EXPRESS YOURSELF!



DANCE
CHOREOGRAPHY



FILM
PRODUCTION



LITERATURE



MUSIC
COMPOSITION



PHOTOGRAPHY



VISUAL ARTS

OPEN POSITIONS

Join a dynamic team of passionate advocates!

- **IT Manager**
- **Reflections Chair**
- **Student Involvement Chair**
- **Bylaws & Procedures Chair**

[Learn more about the positions at mopta.org](https://mopta.org)

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PTA Grants Open NOW!

National PTA is offering over \$600K to nearly 500 PTAs to help conduct programs for families in the areas of digital safety, STEM, literacy, healthy lifestyles and the arts. The [application period](#) is now open. By answering only a few questions, your PTA can be eligible for \$1,000 or \$2,500 in program funding to help cover expenses like custodial services, food, transportation and translation services to help ensure all families can participate. The deadline to submit applications is Sept. 27. No prior grant-writing experience is needed. Visit [PTA.org/Grants](https://pta.org/grants) to learn more and apply.

Have you heard?
Over **\$600K** in funding
is available to PTAs!

► Get support to host a PTA program
in your community.

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Apply now at [PTA.org/Grants](https://pta.org/grants)



Back-to-School Tips for Children Who Are Struggling

"Turning things around isn't easy, but it can be done. And the rewards last long after school's out."

[Read more from Child Mind Institute here](#)

Should Kids Take Mental Health Days?

"But, when your child begs to stay home or asks for a day off, they may be trying to tell you that what they really need is a mental health day."

[Read more from Child Mind Institute here](#)