

**PTA key messages** - these are copied from national PTA's wallet card which is a convenient guide to deliver consistent, compelling and credible messages about the value of PTA.

## **Children succeed when families, schools, and communities work together.**

### **PTA promotes and supports opportunities for families to effectively participate in their children's lives.**

- PTA helps members connect to teachers and administrators to increase communication between school and home.
- Families turn to PTA for advice, from handling homework to helping your child choose career goals.
- PTA cares about and acts on issues that matter most to families and students: safe schools, quality teachers, healthy lifestyles, and arts education.
- PTA helps local leaders plan events and involve families with national resources, tools, and training.

### **Students achieve when families and teachers partner through PTA to ensure children are safe and healthy.**

- PTA encourages family-school involvement programs that link to learning and student success.
- PTA's National Standards for Family-School Partnerships emphasize what parents, schools, and communities can do together to emphasize student success.
- PTA partners with other groups that share and support our mission to positively impact children's lives.
- PTA recognizes excellence in schools that welcome parents' participation.
- PTA empowers families to speak out on local, state, and national issues that affect children's education, health, and welfare.

### **PTA connects schools and communities to help children reach their full potential.**

- PTA brokers partnerships with organizations and businesses to expand learning options, such as after-school programs.
- PTA collaborates with national sponsors to offer resources, programs, and member benefits, like retail discounts.
- PTA increases the level of family and community involvement in underserved areas for all children to succeed.
- PTA members serve as advisors and leaders for government agencies, non-profits, and school boards to voice the needs of all families and children.