

## Communications basics for PTA leaders

### Talking points

When speaking about the PTA to new audiences, you often have very little time to make your point. These talking points and facts will help demonstrate the strength of the PTA. The more these messages are said, the more likely it is that they will be heard and repeated.

- The PTA is the oldest and largest volunteer association working on children and youth issues. In California alone, we have nearly one million PTA members.
- The PTA represents every child in California schools. We work for every child, with one voice.
- The PTA is a nonpartisan, nonsectarian, and noncommercial association that promotes the welfare of children and youth in home, school, community and place of worship.
- The PTA encourages communication and cooperation between parent and school to ensure that children and youth receive the best possible physical, mental, social and spiritual education.
- The PTA develops educational programs for parents, teachers, students and the general public.
- The PTA fosters leadership skills in both adults and students. PTA volunteers are leaders and advocates in their schools and communities.



### Tips for promoting the PTA

**Identify the target audience.** When thinking about communications activities, consider your audience.

The plan for reaching students may be very different from the one used to reach parents.

**Choose the medium.** Once you decide whom you need to reach, think about the best way to communicate. There is no universal choice. Depending on the audience and the message, the method could be anything from creating a website to making a phone call.

**Prepare the message.** Think through what to say and how to say it. Whether making a speech to a large group or writing an article for the PTA newsletter, take the time to review and refine the PTA talking points to concisely convey the message. Consider what the audience should understand from the message. Focus on making that message clear. Discard the rest.