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## Michigan PTA 100<sup>th</sup> Anniversary Promotional Toolkit



## Michigan PTA 100<sup>th</sup> Anniversary! Celebrate PTA!

The Michigan Congress of the National Congress of Mothers (Michigan PTA) was formed on May 19, 1918. For 100 years, Michigan PTA has advocated for every child in our state. We are the oldest and largest volunteer child advocacy association. Be proud that you are a member of this important and crucial association! Celebrate PTA!

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. **Michigan PTA mobilizes the forces of school, home, and community in order to ensure a quality education and nurturing environment for every child.**

This **promotional toolkit** is designed to help with some basic public relations strategies and gain additional exposure for your efforts. When council/local PTAs such as yours participate, collectively we will be able to more successfully increase membership and an awareness of our child advocacy work and the PTA brand.

### Public Relations Basics:

- **Determine your spokesperson** - This person performs all the basic duties. They should know and be passionate about PTA the local, state and national history. They should be a storyteller, comfortable speaking in public, be accessible to the media, and be able to quickly think on his/her feet, and be positive and unflappable.
- **Develop Fact Sheets** – These can be fact sheets about your council/local PTA's history. Michigan PTA Historical Facts are available on the Michigan PTA website under the Events tab: Centennial Celebration (<https://michiganpta.site-ym.com/page/Centennial>). National PTA's history is on their website: pta.org, under the "About PTA" tab: History & Mission (<http://www.pta.org/about/content.cfm?ItemNumber=944&navItemNumber=552>)
- **Develop a Media List** – Gather e-mails and phone numbers from your area's newspaper, local network-affiliated TV stations/cable, and local radio stations. Most importantly utilize social media (Facebook, Twitter, LinkedIn, and Instagram).
- **Determine Your Audience** – Parents, grandparents, great-grandparents, anyone who cares about children. Additionally organizations (non-profit and for-profit) who have a vested interest in the well-being of children and their future.
- **Remember the Local/State Angle** – What does the work of the PTA and their 100<sup>th</sup> anniversary mean to your district, school, your town, your state. What is your story?

## Membership Promotion Information

- Michigan PTA is asking every PTA unit to **increase their membership by 100**, from the 2016-17 number. **We will have a gift for every unit that achieves this goal.** Encourage your members to recruit a new PTA member.
- Every unit that has 100 memberships turned in to the state office by October 18, 2017, will be recognized as a **Michigan PTA Centennial Unit.**
- Does your unit have Business Members? This is a good time to **ask your local businesses to support PTA.** Business Members that support PTA at the \$100 centennial price, **will receive a “Centennial Michigan PTA Supporter” window cling** for their business window.
- Michigan PTA has a Centennial banner that your PTA can borrow to display at a community event or carry in a parade. Contact Michigan PTA and we will send you a banner; email [\*\*Centennial@michiganpta.org\*\*](mailto:Centennial@michiganpta.org).

## 5 Tips for Planning

**#1 Form a Centennial Committee in your PTA** – Consider committee members who represent parents, teachers, students, administration, school board members, community/civic organizations and business. Make sure one of the members has the responsibility as publicity chair and historian. Be sure to provide the committee with a sufficient budget. Their role is to coordinate the effort to spread the word about the work of your PTA, Michigan PTA and the Centennial celebration.

**#2 Plan on attending the Centennial Celebration on April 21, 2018** at Henry Ford’s Lovett Hall in Dearborn, Michigan. Consider purchasing a table or two for your PTA. You can raise funds specifically for the celebratory dinner; ask the school board for financial support; and/or ask a local business, community/civic organization, city/county government to purchase a table or be a sponsor.

<https://michiganpta.site-ym.com/page/Centennial>

**#3 Review Event Calendars** – Review event calendars for your school, district and community. Be aware of places you can promote the efforts of your PTA, the State PTA and the Centennial celebration. Below are just a few examples of events:

*Labor Day Parade ~ Back to School ~ Open House ~ Homecoming ~ Parent Teacher Conferences  
PTA Meetings ~ Staff Meetings ~ School Board Meetings ~ Founder’s Day Dinner  
City Council Meetings ~ Chamber of Commerce Meeting ~ Library Events ~ Holidays*

**#4 We Want to Hear from You!** – Let us know about your events for the Michigan PTA calendar. We also want pictures and stories to share across the state. Email them to [\*\*centennial@michiganpta.org\*\*](mailto:centennial@michiganpta.org)

**#5 Gather your History** – Hopefully your PTA and/or Centennial Committee has an Historian who can gather all of your PTA’s rich history. Create a fact sheet about your PTA, a timeline of milestones or any other significant event, or a display board for events.

### Bright Ideas

- Make use of school, district and/or stadium electronic marquees to celebrate the 100<sup>th</sup> anniversary. Use the logo, or use facts as trivia etc.
- Back to school picnic **(September)**
- Plant an oak tree – the oak tree is the symbol of PTA
- Have an ice cream party with 100 scoops of ice cream
- Apply to be a National PTA School of Excellence. Enroll by Oct. 1 at [pta.org](http://pta.org) **(October)**
- Have families bring a donation for a local food bank or homeless shelter – 100 donations
- Celebrate Healthy Lifestyles Month in November. Make a list of 100 ways for families to celebrate. Host a health fair at your school. **(November)**
- Partner with a community group to have a toy/book/food drive for the holidays. **(December)**
- Gather PTA Members to ring in the New Year with a candle lighting ceremony (100 candles) to and make a resolution to continue in the PTA tradition and support public education.
- List 100 ways your PTA advocates for kids
- Have children draw/color pictures for a *Happy 100th* birthday card/display; ask them to include something PTA has done for them
- 100 cups of coffee or doughnuts/bagels celebration before school
- Have a potluck or dessert birthday party to celebrate your PTA. Invite past presidents and officers. Ask them to share their memories and accomplishments. Have children make placemats for the event.
- Students conduct 100 community services hours.
- Ask children to keep track of 100 good deeds they have done in their school and community. Honor these children at a PTA meeting or school event.
- Promote PTA Reflections. Have a goal of at least 100 Reflections entries. 2017-2018 theme: Within Reach
- Have a contest for children to write an essay or draw a picture with the theme, “What PTA means to me.” For middle and high school students, “What does it mean to be an advocate?”
- Highlight Michigan PTA’s history during PTA’s Take Your Family to School Week: Feb. 11-18, 2018. Highlight Michigan PTA’s history during *PTA’s Take Your Family to School Week*: Feb. 11-18, 2018. **(February)**
- Celebrate Michigan PTA’s Centennial at your own Founders’ Day celebration. The National Congress of Mothers was formed on Feb. 17, 1897. The Michigan Congress was formed in Battle Creek on May 19, 1918. **(February)**
- Ask children to read 100 pages or read for 100 minutes during March, to honor PTA and celebrate March is Reading Month. Host a “bedtime story” evening with teachers, parents and

“celebrity” readers. Have children and families donate 100 books to a local shelter or to your own school library. **(March)**

- Public School Volunteer Week is April 16-20, 2018. Honor your volunteers, especially those who have volunteered 100 days or 100 hours. **(April)**
- **It’s our Centennial Celebration!** Plan to be in attendance at **Lovett Hall April 21, 2018. (April)**
- Public School Volunteer Week is April 16-20, 2018. Honor your volunteers, especially those who have volunteered 100 days or 100 hours. **(April)**
- Celebrate Screen-free Week, April 30 – May 6, 2018. Have a list of 100 alternative activities for families to do, instead of watching TV/screens! **(April/May)**
- PTA Teacher Appreciation Week is May 7 – 11, 2018. Celebrate the relationship that parents and teachers have in advocating for children and public education. **(May)**
- **The day has arrived! May 19, 2018.** Plan a district wide 100th Birthday celebration with a Birthday Cake and 100-scoops of ice cream. Plan a large-scale service event for families to accomplish. **(May)**

## Community Outreach Ideas

### Places in the community to do outreach:

- ✓ Chamber of Commerce
- ✓ Library
- ✓ Civic Organizations (Lion’s Club, VFW, Kiwanis Club etc.)
- ✓ Churches & Synagogues
- ✓ Businesses
- ✓ City Council
- ✓ State Representatives
- ✓ Mayor’s Office
- ✓ Police and Fire
- ✓ Local Newspaper
- ✓ Local Cable
- ✓ Parks & Recreation

#### 1. Connect with your local senior community center.

Ask for senior citizens in your community to share their own PTA stories.

Display PTA accomplishments, including your own PTA’s current events.

Offer memberships to the seniors in your town.

Highlight volunteer opportunities for seniors in your PTA.

Look for opportunities for your PTA to support seniors in your community.

Can your PTA perform 100 service hours for seniors?

#### 2. Arrange to have a Michigan PTA Centennial display at your public library.

3. Send information to local government officials along with a membership form – ask them to join your PTA. Contact your state representative, state senator, mayor, city commission members, US Senators and US Congressperson.
4. Share the information on Michigan PTA’s centennial with your Chamber of Commerce and business community. Ask businesses to become PTA Business Members.
5. Does your community have a Veteran’s Day, holiday, and/or Memorial Day parade/celebration? Michigan PTA has a Centennial banner that your PTA can borrow to display at a community event or carry in a parade. Contact Michigan PTA and we will send you a banner; email [Centennial@michiganpta.org](mailto:Centennial@michiganpta.org).
6. Ask your mayor and city council/commission to honor Michigan PTA’s Centennial with a proclamation. Share with them history and accomplishments of PTA.
7. Contact your local newspaper and ask them to do a story on Michigan PTA’s 100<sup>th</sup> anniversary. Be sure to include history of your own PTA and your current projects and goals.

### **Key Messaging Soundbites**

- PTA Supports Public Education
- Every Child One Voice
- The Michigan Congress was formed in Battle Creek on May 19, 1918.
- We celebrate 100 years of our parents’ and others’ involvement as advocates for this state and nation’s children.
- For 100 years and beyond we commit to our continued involvement for even more significant changes in our society, government and schools so that all children will be safe and healthy; have access to quality education; and be secure and prosper as they grow into adulthood.
- National PTA is the oldest and largest volunteer association in the U.S. working exclusively on behalf of children and youth.
- Michigan PTA is the oldest and largest volunteer association in Michigan working exclusively on behalf of children and youth.

### **Communicating with the Media**

- **Be prepared** – Know your facts and the message that you want to convey.
- **Memorize your key message points** – Develop concise messages that get your points across.
- **Understand deadlines** – Return calls promptly and always ask what their deadline is and honor it.
- **Use facts to tell your story** - If you cite figures, be prepared to back them up
- **Be in control of the interview** – Answer the way you want to. If you get off track, guide the conversation back to your message.
- **Maintain focus** – Don’t be distracted by emails or other things when on a phone interview. Stand up during the phone interview, it helps to maintain focus and adds energy/passion.

- **Avoid giving blunt answers to open-ended or hypothetical questions** - Don't be drawn into making generalizations. Simply restate the reporter's question in the context of our business and your message.
- **If you don't want it repeated, don't say it.**
- **Beware of the "hot" mic.** – if you have a microphone on you, there is a chance that you will be recorded or have your words picked up, even if you aren't on the air. Private conversations and thoughts should remain private.
- **Give examples and use quotes** – When sharing information, give an example such as: "people may think parents aren't involved, however we find that our parents are involved in ways that are different from the past. For example, more than 50% of our parents volunteer by doing tasks outside of school like managing our Facebook page, updating our website, sending out electronic minutes of our meeting."

## Media Advisory

A Media Advisory makes the media aware of one specific event that is going to occur. Here is a sample Media Advisory:

Contact Name: Sally Smith, PTA Centennial Chair

Contact Information: 313-345-6789 or SSmith@hamiltonelementarypta.org

Who: Hamilton Elementary PTA - Cafeteria

What: 100 Can Pyramid to Feed Lansing Families

When: Tuesday, October 10, 2017 at 11:30 am

Where: Hamilton Elementary School, 1234 Main Street, Lansing, Michigan

Details: In honor of Michigan PTA's 100<sup>th</sup> anniversary first grade students at Hamilton Elementary will be making a pyramid with 100 cans goods that they have collected. The event will take place in the cafeteria during the lunch hour to commemorate the work of the PTA back in 1946 when PTA was successful in getting legislation passed for permanent federal school lunch program. Today PTA continues to work toward legislation that ensures students are provided with a nutritional lunch. This event is one of many that Hamilton Elementary PTA will host to honor the child advocacy work of Michigan PTA and to help celebrate their 100 year anniversary. To obtain a list of other 100<sup>th</sup> Anniversary events go to our website at [HamiltonElementaryPTA.org](http://HamiltonElementaryPTA.org).

## Media Press Release

A Press Release informs the media about something that is of interest to readers. For example, a story about the history of PTA and the events planned, or a single story about the 100 year celebration, such as a picture and story of PTA members ringing in the new year lighting 100 candles and making a

resolution to continue the child advocacy work which started in Michigan 100 years ago. Below is a sample press release:

## Sample Press Release

Contact Name: Sally Smith, PTA Centennial Chair

Contact Information: 313-345-6789 or SSmith@hamiltonelementarypta.org

### Hamilton Elementary PTA Members Make Child Advocacy their New Years Resolution

At sunset on New Years Day, more than a hundred Hamilton Elementary PTA Members gathered for a candle light ceremony recognizing the start of their state PTA's 100th year. In 1918 The Michigan Congress of the National Congress of Mothers (Michigan PTA) was formed in Battle Creek, Michigan.

Ann Hancock, Hamilton's PTA President welcomed members who represented parents, teachers, students, community and business. PTA Historian introduced the community's longest standing PTA member Sue Bellows. Collectively they lit 100 candles to represent the start of Michigan PTA's 100<sup>th</sup> year making the following resolution:

*For 100 years and beyond we commit to our continued involvement for even more significant changes in our society, government and schools so that all children will be safe and healthy; have access to quality education; and be secure and prosper as they grow into adulthood.*

Hancock said, *"The PTA kicked off the Centennial celebration with a Back to School Picnic. There have been many events already and more to come. We will close with a 100<sup>th</sup> Celebration including cake with 100 candles and the walls of the school lined with thank you cards from students for all that the PTA has done for children."*

There will be a state wide **Centennial Celebration on April 21, 2018** at Henry Ford's Lovett Hall in Dearborn, Michigan. Hamilton Elementary PTA already has two tables booked for the celebration. Sponsorships and tickets are available at <https://michiganpta.site-ym.com/page/Centennial>



## Sample Proclamation

### Michigan PTA Centennial May 19, 2018

WHEREAS, The Michigan Parent Teacher Association has played locally, regionally and nationally in supporting family engagement and working on behalf of all children and families; it is a time to reflect and take pride in its numerous accomplishments and celebrate 100 years of being a powerful voice for all children, a trusted resource for parents and a strong advocate for public education; and

WHEREAS, The Michigan PTA has been instrumental in establishing programs and services to improve children's lives, including but not limited to advancing parent and family engagement, creation of kindergarten, advancing child-labor laws and public-health services, hot-and-healthy lunch programs, the juvenile-justice system, mandatory immunizations, arts in education, and school safety; and

WHEREAS, The founders of the Parent Teacher Association (PTA), Phoebe Apperson Hearst and Alice McLellan Birney, and the founder of Georgia's Congress of Colored Parents and Teachers, Selena Sloan Butler, were women of imagination and courage who understood the power of individual action, worked beyond the accepted barriers of their day, and took action to literally change the world; and

WHEREAS, These remarkable individuals had a simple idea – to improve the lives and futures of all children; and as much as other conditions in the nation have changed, that idea has not, as PTAs keep it alive; and

WHEREAS, Founded in Washington, D.C., as the National Congress of Mothers, the Parent Teacher Association celebrated the 120th anniversary of its founding February 17, 2017; since its inception in 1897, the organization has stood firm in its purpose of advocating for the education, health and well-being of all children, and in recognition thereof, it is indeed deserving of the appreciation and recognition of the public; and

WHEREAS, The organization meeting of the Michigan Congress in Battle Creek took place May 19, 1918. Mrs. Charles Stewart of Battle Creek was elected as the first president, adopting a resolution urging the Michigan legislature to provide adequate health training in all of the schools of the state.

WHEREAS, Today, PTA is the largest volunteer child-advocacy organization in the United States, and its members represent the ethnic diversity of the nation and come from the ranks of traditional families, single-parent households, blended families, grandparents and other caring adults who together continue to serve as the conscience of the country for children and youth; now, therefore, be it

RESOLVED, That May 19, 2018, is recognized as **Michigan PTA Day**, commending the organization on the occasion of its 100<sup>th</sup> anniversary and encouraging all of the residents throughout Michigan to attend and participate in the celebration of this commemorative event.