

| | | |
|---------------------------------|--|---|
| Advocacy | Year-Round Advocacy | Effective advocacy involves building relationships with legislators and their staff and then communicating the right messages, at the right time, and in the right ways - to the right people! This class, based on the legislative calendar, shows you exactly how to do that - and much more! |
| Communications and Technology | Gathering Input: Give Members a Voice with Forms and Surveys | Your members are trying to tell you something! Find out how to "listen" by asking the right questions and asking them in a way that produces actionable data. Then we'll move into some ways to leverage technology to collect and summarize that data for you. |
| Communications and Technology | Building a Successful Communication Plan | Well-planned communication can be the difference between success and failure for a PTA event or program. Learn to navigate the world of communication, choose the best avenues for your audience and purpose, and create a customized plan for every project. Get noticed! |
| Family and Community Engagement | Face, Advocacy, and Membership: The Power of PTA | Family and Community Engagement, Membership, and Advocacy are linked together in our everyday PTA lives. Find out why a strong membership improves advocacy, why family and community engagement efforts often result in greater membership, and how advocacy can bring communities and families together! |
| Family and Community Engagement | PTA Boards and Administrators: Building Productive Relationships | PTAs and school principals need to build successful partnerships to reach their common goal: success for every child. Learn valuable techniques for communicating and understanding the perspective of each partner in this important relationship, and discuss how to make the most of this relationship! |
| Family and Community Engagement | Volunteer Appreciation: Avoid Burnout and Keep People Engaged | Volunteering can be a thankless job, but it doesn't have to be! With a little bit of knowledge, some creativity, and thoughtful consideration, you can keep your volunteers engaged and coming back for more. Get some practical strategies to build your volunteer-appreciation program and power up your PTA! |
| Finance | Effective Budgets and Financial Strategies | Building a goal-based budget is key to the success of PTAs. Learn how to assess your PTA's financial management practices and how to develop and amend budgets. Topics discussed in this class are not covered in the class "Managing Your Nonprofit PTA: The Financial Responsibilities of Board Members." |
| Governance | Managing Your Nonprofit PTA: The Financial Responsibilities of Board Members | The financial management of the PTA is the responsibility of the entire board of directors. Learn the basic financial skills to manage and track PTA funds, online accounts, legal obligations to maintain your tax-exempt status and other considerations. Recommended for all elected officers and board members. |

| | | |
|------------|---|---|
| Leadership | Negotiating Conflict: Strategies for Productive PTA Relationships | Participants will learn strategies for fostering positive and productive relationships with volunteers, board members, and other adults who work with PTA in a variety of roles. It's not always easy, but with some empathy, some careful listening, and some strategies for when conflict arises, you can get the most from your PTA relationships. |
| Programs | Programs, Events, and Fundraisers: Development and Management | Learn how to develop a program or event from scratch to support your PTA's goals, provide an opportunity for engagement, and encourage growth in your PTA. Learn the step-by-step process from birth to execution for a successful program or event. |