

NEWSFLASH

Michigan PTA's Newsletter For Leaders

September 2020

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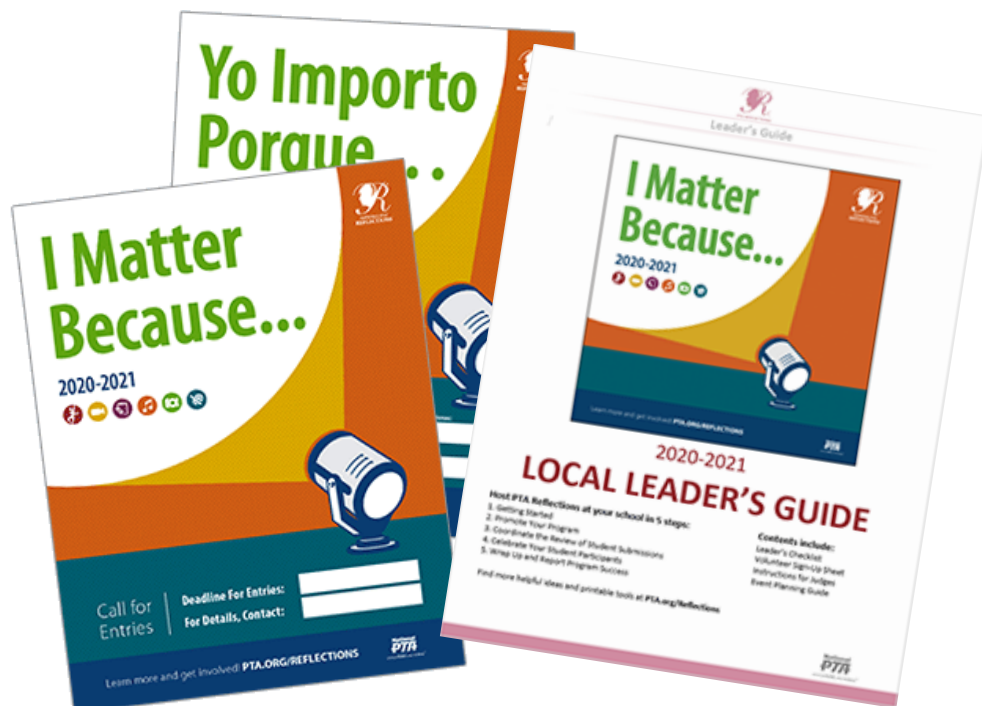
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REFLECTIONS HAS GONE VIRTUAL FOR 2020!

Check out resources on page 3 for running a Reflections program in your school.



A message from President, Kathy Carter

Hello Michigan PTA

We hope that whether your children are in the actual classroom or virtual that things are going as smoothly as possible. It's a unique time that we are experiencing. Our children will have much to remember at our age.

I would like to thank everyone who has reached out to Michigan PTA for some type of clarity or help as we attack this new challenge. We are still searching for the best way to do things and lead you down the right path. No two PTAs are the same, we need to do what works for each unit. Advocating for our children does not stop whether they are in a traditional classroom or online we are their voice, we must speak up.

Our message must be clear to each member, they need to know you are there, you need to know how best to communicate and help them know when, where and how your meetings are happening and what your goals for the year are, crucial. The need to advocate for our children, locally is so important as well as at the State and Federal level.


We ask you to watch for letters and information through all of our sources, the more you know the more effective you can be for your children.

We ask that you share information and resources with all of your families, like we at the State level have tried doing for you. We ask that you share your success with us, as well as anything that might work for someone else. We need each other.

Join us on Facebook and watch for some other resources that are available there and in this newsletter.

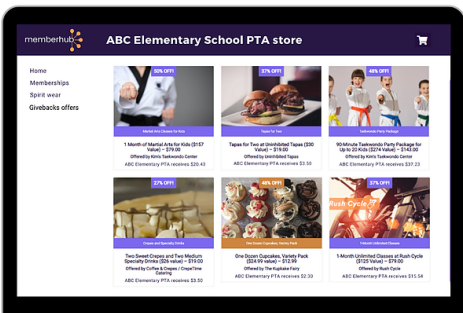
You are truly appreciated.

Sincerely,
Kathy


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Givebacks for the win-win-win

Feature special offers from businesses in your MemberHub e-store, and get up to 20% of all sales donated back.



Meaningful Offers

Reward your community with special savings on everyday family purchases, like meals out, kids' activities, home services, tutoring & more. [Learn more about types of offers >>](#)

It's the perfect time to try MemberHub Givebacks!

Givebacks is an online fundraising opportunity that's included with your unit's MemberHub account.

memberhub.com/givebacks

PTA Reflections Resources

Reflections has gone virtual this year ([org/docs/default-source/files/programs/reflections/reflections-2020-2021/virtual-reflections_f1.pdf](https://pta.org/docs/default-source/files/programs/reflections/reflections-2020-2021/virtual-reflections_f1.pdf))

General Reflections information (pta.org/home/programs/reflections)

Local Leader's Guide (pta.org/home/programs/reflections/startyourprogram#promotions)

Facebook: Michigan PTA Reflections Network



Check out these Reflections At-Home Activities you can do with the whole family.

Share these with families in your school community to help inspire them to create!

Access the pdf version here:
pta.org/home/programs/reflections

Are you interested in helping with Reflections at the state level? We need you! Let us know by sending an email:
pitkint@michiganpta.org



ARE YOU ON COURSE?

A note from Liz Jarvis, Secretary

When you leave the house for a car ride, do you find yourself asking did I lock the door? Did I leave the oven on? Do I have my sunglasses? You want to make sure everything is in order before you get too far into your trip—while you still have time to turn back and make corrections. PTA is the same way. Your year has just begun and it's time to make sure you are on course, and you haven't forgotten anything. If you have to turn around and make a correction, we will help you to do that, so you will have a successful year!

Many PTA units postponed elections until the fall. Is yours one of them? Or maybe you always have elections in the fall. Either way, after elections, please remember to head over to MemberHub, and update your officers. This is necessary even if you have the same people in the same roles. Remember, updating officers in MemberHub replaces the Unit Renewal Form. You can send in your Unit Renewal Dues (\$40) without the form. Just write your six-digit Michigan PTA ID number on the memo line. Remember, because of CoViD Chaos, the deadline for submitting Unit Renewal Dues was extended: instead of June 1, you have until October 1 to send that in. It's right around the corner! Only about half of our PTA units have done this already. Is yours one of them?

990s again? Yes! This is a reminder that if your Fiscal Year ended on June 30, you have until November 15 to file your 990 with the IRS. There are 44 units who still have to file. Are you one of them?? If you don't know, or aren't sure if you filed, please call so we can work that out.

Is your school doing on-line learning? Are the parents and teachers working together to help the students be successful? Please invite teachers to your PTA meeting, whether they are members or not. They are the T in PTA. If parents are to work with their children, and help them with remote learning, then the teachers need to help the parents. The teachers and the parents must become a team. This is not a blame-game; this is strategizing for success. How do the parents know what to do, if they don't know what the educational goals are? How can the parents help the children work on-line, if they don't know their Zoom from a hole in the ground? Let's help parents succeed, so they can help children succeed!

Are there needs for students which haven't been met? Your PTA meetings can become brainstorming sessions. This is time for out-of-the-box thinking. You know your friend who is always complaining? Invite her to your PTA meeting. She is frustrated because no one is listening to her about what the children need. So let her share her concerns. You will gain a new perspective, and a new member. The kids will benefit!

This is the time to focus on our mission, by working together. This is the time to correct course, and steer full speed ahead. This is the time to shine.

-Liz Jarvis

We are up and running!

If you tried to call us last month, you might have gotten frustrated with our phone system (I know we did!) But now it is fixed and ready for your call. Reach out and share with us a challenge, a win or just concern. We are here to help! (734) 975 - 9500 or you can email info@michiganpta.org and we can help from there.



Connect with the community!

Membership Challenge!



Which Michigan PTA/PTSA unit wants a chance to earn \$250 by October 1st? Is it YOUR Unit?!

CRITERIA: Your Local Unit must have 50% of its total membership from July 1, 2019 - June 30, 2020, for entry.

The DEADLINE for this opportunity has been extended to Friday, October 30, 2020. Submit via the following link:

<https://forms.gle/DznhuZM3C5cSsmQ27>

Questions? Contact, Brian Johnson, Michigan PTA VP for Membership
membershipvp@michiganpta.org

For tips on building an even stronger PTA community be sure to read this!

onevoice.pta.org/how-to-make-joining-pta-easy/

MAKE IT EASY



Special Giveaway for New PTA Groups

Period: Aug 24, 2020 - Sep 20, 2020



Increase parent engagement with National PTA partner- BAND!

Read about this group communication app:
band.us/band/62412132/post/296

ELECTION YEAR ACTIVITIES:

PTA/PTSA units and councils can, and should, play an important role in the democratic process. There is just one basic rule to follow: 501(c)(3) nonprofits may not support or oppose any candidate for public office. This means that as a subordinate of Michigan PTA, PTA/PTSA units and councils may not endorse candidates, rate candidates, contribute to candidates, or do anything else that might seem intended to help or hinder a candidate.

On the other hand, there are many things that nonprofit organizations can do to help their communities participate and vote, within legal limits. Most importantly, you may educate voters or candidates on the issues, provide opportunities for voters to hear candidates' positions, encourage citizens to register to vote, and get people to the polls on Election Day, among others.

Just remember, if a question arises, ask yourself, "how would it look to an outside observer?" Think carefully about the facts and circumstances surrounding the activity and you will certainly be on your way to meaningful participation and election-related work.

Non-Partisan Activities

As a PTA/PTSA unit or council, your main focus should be educating the public about candidates and issues and encouraging people to vote. Nonpartisanship is a key element of being a 501(c)(3) nonprofit status. If a PTA/PTSA engages in partisan activity, the organization may risk losing its tax exempt status.

Election Year Dos

When participating in any of the activities below, make sure to include all candidates for a position, regardless of their political affiliation.

- Conduct candidate forums/meet the candidate nights with all of the candidates
- Participate in candidate forums/meet the candidate nights – prepare a few questions you want the candidates to answer and send people to ask those questions (this is known as "bird dogging")
- Send surveys and/or questionnaires to each candidate with a list of important questions – be careful how questions are phrased and include complete responses if answers are published; in order to avoid creating an unfair bias against candidates or parties, this activity should be limited to organizations that cover a broad range of issues
- Encourage voter registration, including putting a link to a voter registration site on your website, and encouraging already registered voters to vote
- Send information on issue(s) to all candidates so they are informed about what the organization does
- Support or oppose ballot initiatives – such effort is considered lobbying
- Suggest schools and organizations give staff time off to vote



Election Year Don'ts

- Show favoritism for one candidate or political party
- Target voter registration drives, get-out-the vote campaigns, or other efforts at members of a particular political party
- Endorse a specific candidate
- Provide support (financial or in-kind) to a political candidate
- Coordinate efforts with a candidate or political party

Ballot Initiatives

Referendums and ballot initiatives are an excellent opportunity for PTA/PTSA units and councils to lobby. Under state and federal law, charities are allowed to lobby for or against referendums and ballot initiatives. Because you are lobbying the general public and not a public lobbyable official, this activity is not officially considered lobbying in Michigan. For federal tax purposes, the public is considered the legislature in regard to lobbying on a ballot proposal. Therefore, regarding referendums and ballot measures, communications to the public are considered direct lobbying and must be recorded as such on your IRS form 990.

Individual Efforts

Persons acting as individuals – and not as representatives of their PTA/PTSA group – can legally work on campaigns, endorse candidates and even run for political office. They cannot do political work while representing PTA/PTSA and cannot use any of the organization's resources.

psst!

Just a reminder that unit renewal dues should be sent in by October 1st. You can pay online at mipta.memberhub.store or pay by check to:

Michigan PTA, PO Box 510535,
Livonia, MI 48151

Please call Michigan PTA with any additional questions (734) 975-9500

Coming in hot from the Convention Committee!

I was just appointed to lead the Nominations Committee. As Chairman, I am seeking interested leaders throughout Michigan to find out what your next PTA role could be. I'm excited to engage with new leaders that will help build our team and balance our strengths and challenges.

Our Nominations Committee process is a year long and we are just beginning our work. First we will collect information from interested leaders via this [survey](#), then we will be setting up interviews to dig a little deeper. We are finalizing job duties and descriptions of all positions and I will have them available for prospective candidates to review before the interview process begins after the first of the year.

In the meantime, any and all questions can be sent my way: pitkint@michiganpta.org

If you hear of someone who might be interested in learning more about an elected position within Michigan PTA, please feel free to share my email address or have them call Michigan PTA at (734)975-9500. Take a moment to fill out the [survey](#) and see the elected positions that will be on the ballot for the 103rd Annual Convention on August 7th in Dearborn at Henry Ford College. I'll talk to you soon!

Tanya Pitkin



Important Dates to Remember

Unit and Council Renewal and Officer Updates Begins June 1, 2020
in MemberHub (for 2020/21 this deadline is extended to Oct.1st)

Submit Board of Directors
Speaking/Visit Requests for Fall 2020 September 15
and Founders' Day Schedule

990 filing date with IRS (for most Units/Councils) November 15

Standards of Affiliation (SOA)* deadline
(Dues, Audit, Budget, Copy of 990, Officers, Bylaw, Insurance) December 1

Submitting Board of Directors January 15
Speaking/Visit Requests for Spring/Summer 2021

Submitting Resolutions for
consideration at Convention March 1

Fran Anderson Scholarship
Deadline April 1

Michigan PTA Awards Deadline April 15

**Satisfying Standard of Affiliation allows Units/Councils to participate
in all State and National Awards, Grants and Programs.**

Please note that when a Unit/Council applies for a National PTA award/grant/program, Michigan PTA is contacted before the award/grant/program is dispersed and if the Unit/Council has not satisfied the Standards of Affiliation (SOA), that entity will be disqualified for the award/grant/program, per Michigan PTA's affiliation agreement with National PTA.

Mailing Address
Michigan PTA
P.O. Box 510535
Livonia, Michigan 48151

734.975.9500
michiganpta.org

Helpful Resources For PTA Leaders During the Pandemic

pta.org/home/family-resources/coronavirus-information

commonsensemedia.org/resources-for-families-during-the-coronavirus-pandemic

cdc.gov/coronavirus/2019-ncov/community/schools-childcare/index.html

pbs.org/parents/coronavirus-resources-for-parents

Connect With Michigan PTA!

Website: michiganpta.org

Facebook Page: facebook.com/everychildonevoice/

Facebook groups by interest:

- Michigan PTA Advocacy
- Michigan PTA Reflections Network
- Michigan PTA Diversity, Equity and Inclusion
- Michigan PTA Membership/Memberhub
- Michigan PTA Leadership Community

We're Here to Help

Although Michigan PTA does not have a physical office and no staff at the moment, volunteers are still available to help answer questions. How you can reach us:

734-975-9500

P.O. Box 510535
Livonia, MI 48151

President- Kathy Carter
president@michiganpta.org

Secretary- Liz Jarvis
secretary@michiganpta.org

Treasurer- Dianna Sharpe
treasurer@michiganpta.org

VP of Outreach & Support- Tracey Troy
outreachsupportvp@michiganpta.org

VP of Student Involvement- Jennifer Johnson
studentinvolvementvp@michiganpta.org

VP of Membership- Brian Johnson
membershipvp@michiganpta.org

VP of Advocacy- Marcy Dwyer
childadvocacyvp@michiganpta.org