



# POWERFUL PTA PARTNERSHIPS

Presented by:

Robin DeVault | Pas President, HCCPTA

# WHAT IS A PARTNERSHIP?

An association of two or more groups usually involving close cooperation between them while having specified and joint rights and responsibilities.

An arrangement in which parties agree to cooperate to advance their mutual interests.



# PTA POLICIES AND PROCEDURES

- Know your NONs
- Never endorse a business/person/candidate
- Stay within PTA Mission and Values



# FORMING PARTNERSHIPS

## Why form them?

- Shared, common goals
- Powerful outcomes
- Economy of resources

## Why NOT?

- Conflict of interest



# TYPES OF PARTNERSHIPS

- Corporations
- Organizations – national, state, local
- Community
- Individual giving
- Teachers/administrators
- Other PTA/PTSAs



# DETERMINE WHAT YOU WANT TO DO

- Issues – Advocate
- Joint Events or Programs
- Grant Applications



# STEPS TO FORMING A PARTNERSHIP

- Reach out to organization
- Define common goals and objectives
- Identify problem or issue
- Who else should be at the table
- Divide responsibilities/labor
- Draft a communication plan
- Execution
- Follow up
- Thank yous



# SCHOOLS OF EXCELLENCE PROGRAM

**National PTA School of Excellence** is a recognition program that supports and celebrates partnerships between PTAs and schools to enrich the educational experience and overall well-being for all students.

Contact [excellence@pta.org](mailto:excellence@pta.org) or call (800)307-4782 for more info, or visit [www.pta.org](http://www.pta.org).





# POWERFUL PTA PARTNERSHIPS

Thank you for attending!



**Robin DeVault | Past President, HCCPTA**