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the **VOICE**

President's Message,

Well, guys, we did it! We made it through September! In my house, we have settled into a bit of a rhythm with buses and homework and lunches providing that predictable backbone to the day. I feel like we're all getting a chance to take a breath and look around and see what's up next for the fall.

Here's what's new at Virginia PTA right now:

- **NEW DATABASE!** We have launched the brand new PTA Membership database and are working through some early adopting bugs but making great progress. If you haven't yet created your unit's account in the database, it's time! [CLICK HERE](#) to get started. There is the ability to allow for online joins and other conveniences.
- **NEW ADVOCACY TRAINING OPPORTUNITY!** Advocacy is the core of our PTA Mission. To support that mission, we are moving our Annual Meeting to January to coincide with our PTA Lobby Day at the General Assembly. But wait, there's more - we will be hosting a HUGE Advocacy training event on January 27 and 28 to help you grow your advocacy skills.
- **NEW LEADERSHIP DEVELOPMENT OPPORTUNITIES!** But wait, there's even more! If you've attended district or state training, you already know the benefits of developing your PTA skills and networking with other PTA leaders. In order to bring those opportunities to more of you, we will be launching FOUR new regional leadership development events in 2018. We are bringing our amazing training to you - stay tuned for more details.
- **NEW EXECUTIVE DIRECTOR!** We are so excited to announce that Virginia PTA now has a new Executive Director - Myra Legg. Myra comes to us with valuable experience in membership, resource development and non-profit consultation. She has big, bright ideas and is committed to our volunteers and our mission to make every child's potential a reality. Please feel free to reach out to Myra with ideas or just to welcome her - ed@vapta.org.

Hope your school year is off to a great start - we are working hard here at Virginia PTA to support your work and bring you new opportunities, new programs and new ideas. I'm always looking to hear from you so drop me a note at president@vapta.org.

A handwritten signature in blue ink that reads "Sarah".

Sarah

Common Questions on Accessing and Using Membership Database

As PTA leaders are beginning to submit their membership information into the new (beta) database there are two common questions being asked that may help you out.

Who has access to use the membership database account in my PTA?

- National has provided four specific officer titles to have access to edit and upload membership information into the database. If you are the **president, treasurer, secretary/treasurer, or membership chair** you have access.

What if we submitted our officers information after August 1, 2017, will we have immediate access to the database account?

- No. If you have already submitted your ACH Form and Dues Structure form to National and have received your confirmation email. You will want to join your PTA online at <https://member.pta.org/Pilot-Home/Individual-Join>. Once joined you will need to contact the state office info@vapta.org and request that your status be changed from online join "member" to your title. Haven't submitted yet please submit by <http://www.vapta.org/officer-contact-information> so we can

confirm information.

If you still need assistance on [these questions](#) or others contact your [district leader](#) or info@vapta.org for assistance.

Save the Date for ADVOCACY CONFERENCE!

On January 27-28, 2018, we launch our inaugural Annual Meeting & Advocacy Conference, followed by our annual PTA Day at the General Assembly! This will be an exciting event to share information with our members about the **WHAT**, **HOW** and **WHY** we advocate.

- Learn **WHY** it's so important to have a **VOICE** at our local, county, state, and federal levels of government.
- Understand **HOW** we can become better informed to speak up about the issues in our communities.
- Talk about **WHAT** we are advocating for – our children's future!

This is an opportunity for you to focus on **Education, Engagement, and Advocacy** while representing your PTA community at our first combined Annual Meeting and Advocacy Conference! **Watch for more exciting information coming soon!**

[Debbie Kilpatrick](#), 2018 Conference Chair

PTA Branding

A strong brand is invaluable as PTA must market what we do day to day. Branding is not only about getting your target market to select becoming a member but about getting our members to see us as the sole provider of a solution – the oldest and largest child advocacy association composed of parents, teachers, and staff who facilitates parental participation in our schools.

Our brand is our business and this month's [training resource](#) provides your unit information on the correct usage of the name and where to find valuable resources and guides on using and creating your units logo.

Visit our logo library at <http://www.vapta.org/members-only/logo-library>. If your logo is not listed, please use the template provided in this article and email a copy to info@vapta.org to be uploaded.

Visit our Website

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