



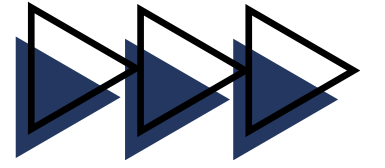
BEYOND BAKE SALES: REIMAGINING MIDDLE & HIGH SCHOOL PTSAS

Fresh Ideas for Secondary PTA & PTSA Leaders

**Presenter: Allie Fogel, VP of LU Operations
and President, Western Branch High PTSA**



Overview



- Student Engagement
- Family Engagement
- Advocacy and School Support
- Membership/Fundraising
- Challenges & Solutions
- Q&A



Why Secondary PTSA Still Matters

Academic Achievement & Student Success

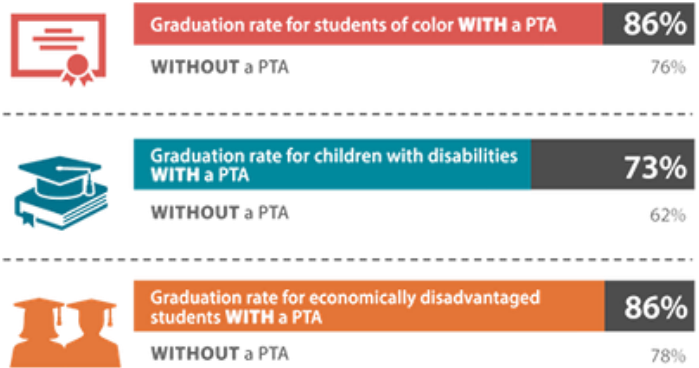
Students with involved families tend to earn higher grades and test scores, have better attendance, stronger social skills, and improved behavior.



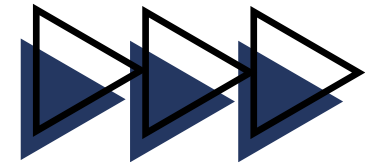
The PTA Difference

Students who attend a school with a PTA are **MORE LIKELY** to graduate.

The difference is clear:



National PTA
everychild.onevoice.®



“What is the BIGGEST challenge your PTSA faces?”



Group Discussion

Take 5min and discuss in small group
Then discuss in large group

Why?

Question to think throughout presentation
Why is it challenging?
What can we do to manage it?

Understanding Secondary Schools



Elementary PTAs:
Classroom-focused
Family events
Frequent volunteering
Teacher support
Parents attend everything

Elementary PTA vs Secondary PTSA



Secondary PTSAs:
Student-centered
Student leadership
Flexible volunteering
Advocacy & support systems
Students seek independence



Engagement Must Become Flexible & Meaningful

Challenges

- Conflicting schedules
 - Activities
 - Jobs
 - Multiple children
- Fatigue
- Transportation



Secondary PTAs often struggle with:

- lower volunteer participation
- fewer event attendees
- difficulty recruiting board members
- parents believing teens “don’t want them involved anymore”

Student Engagement Ideas

Students Want Voice, Ownership & Belonging

Student Leadership Opportunities

- Student Advocacy Council
- Student representatives at PTSA meetings
- Student advisory board
- Event planning committees
- Student social media team
- Student-led service projects
- Leadership internships
- Capitol Day participation
- Advocacy workshops

Who to reach out to for engagement

- Student Council (SCA)
- Government club (mock-UN, etc)
- Environmental club
- Journalism



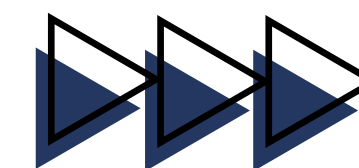


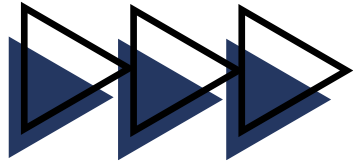
Small Things Build Big Connections

Working with your school groups in support of, not in contest with, what the other groups are doing.

Quick, low-pressure opportunity Ideas

- Snack Stations
- Pop up Activity Table
- Fun Fridays

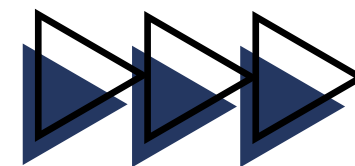




Programs That Meet Real Student Needs

- Hygiene closets
- Clothing closets
- Food/snack pantries
- Encouragement stations
- Mental health awareness campaigns
- Calm corners
- Exam support stations
- Senior survival kits
- Teacher appreciation carts
- Peer encouragement boards
- Student spotlights
- Senior celebrations
- Student volunteer recognition
- Military-connected student recognition
- Arts showcases
- Student of the month partnerships
- Positive referral celebrations
- Kindness initiatives
- Student-created bulletin boards





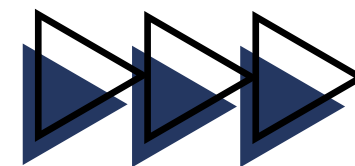
Family Engagement That Actually Works

Stop Asking Families to “Just Come to Meetings”

Modern Volunteer Strategies

- Micro-volunteering
- One-time opportunities
- Virtual volunteering
- Event-only support
- Social media ambassadors
- Wish list donations
- Flexible sign-up shifts
- Family sponsorship opportunities





Programs Families Actually Attend

Middle School Ideas

- Glow dances
- Family game nights
- Transition nights
- STEM nights
- Internet safety workshops
- Parent coffee chats
- Career exploration nights

High School Ideas

- FAFSA nights
- Scholarship workshops
- Senior parent nights
- College & career fairs
- Mental health nights
- Graduation support events
- Student showcase nights
- Military family transition support



Communication Matters

Families Cannot Support What They Don't Know About

Communication Tips

- Use multiple platforms
- Keep messages short and clear
- Use graphics consistently
- Include student voice
- Share impact stories
- Celebrate volunteers publicly
- Make calls to action simple

Recommended Platforms

- Facebook
- Instagram
- Givebacks
- Email newsletters
- Text reminders
- QR codes



Advocacy Is One of the Greatest Strengths of Secondary PTSA

You have been through it all from elementary up to high. You see where the issues are and may have solutions. Your students see it too, and have their own solutions. Combined, changes can develop into new realities.



Advocacy Focus Areas

- Student mental health
- Attendance support
- Digital safety
- Bullying prevention
- Special education advocacy
- Transportation concerns
- Military-connected students
- School climate
- Teacher retention
- Student voice initiatives

Ways PTSA Can Advocate

- Attend school board meetings
- Host advocacy workshops
- Invite legislators to events
- Include students in advocacy
- Share PTA legislative updates
- Participate in Capitol Day
- Partner with counseling teams
- Build administrator relationships

Membership Must Feel Valuable:

Membership Messaging That Works

Students and Families Join When They See:

- Benefits “What’s in it for me?”
- Belonging
- Recognition
- Opportunity
- Support



Membership Incentive Ideas

- ·Scholarship eligibility
- ·Event discounts
- ·Snack perks
- ·Spirit wear discounts
- ·Volunteer hour opportunities
- ·Leadership opportunities
- ·Exclusive events
- ·Recognition programs



Fundraising Beyond Cookie Dough

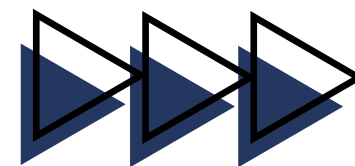
- Snack carts
- Senior signs
- Parking spot raffles/painting
- Spirit wear
- Restaurant nights
- Community sponsorships
- Alumni support campaigns
- Teacher wish list drives
- Event ticket sales
- Student-created merchandise
- School store partnerships



Real Challenges & Real Solutions

Every PTSA Faces Challenges

Challenge	Possible Solution
No one attends meetings	Hybrid meetings
Volunteer burnout	Micro-volunteering
Low student involvement	Student leadership councils
Limited funding	Community sponsorships
Communication issues	Consistent branding & platforms
PTA feels irrelevant	Focus on student support & advocacy

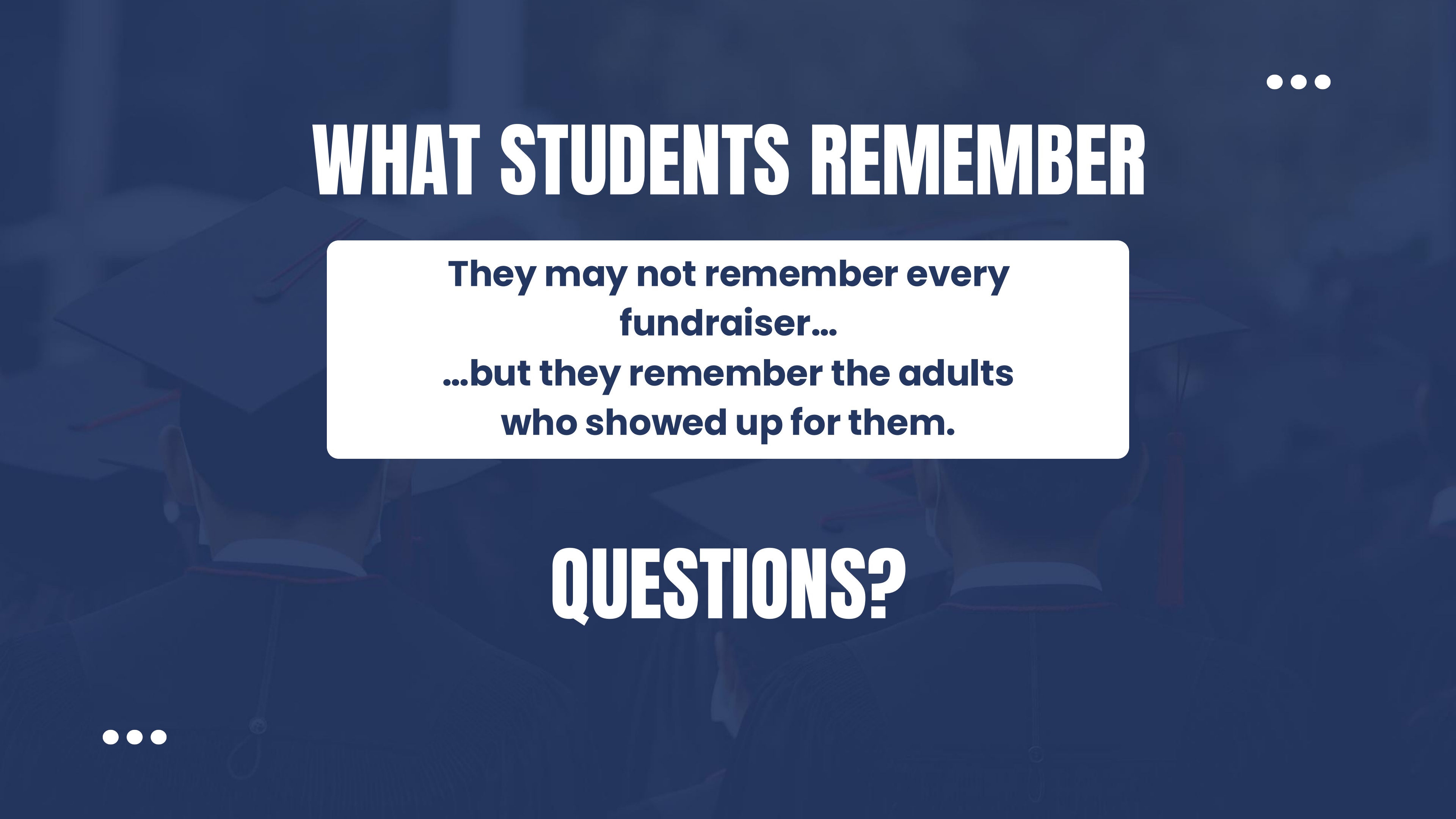


IDEA SWAP!!!!



“What is one successful idea your PTSA has implemented?”

“What is one idea you want to try next year?”



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WHAT STUDENTS REMEMBER

**They may not remember every
fundraiser...
...but they remember the adults
who showed up for them.**

QUESTIONS?

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