



# Leadership News

Washington State  
**PTA**  
everychild.one voice.®

March 18, 2021

## Convention is Coming!

**Awesomeness. Powered by PTA.**

Things are shaping up and plans are coming together. We hope you are as excited as we are for the upcoming 108th annual WSPTA Convention taking place virtually from May 18-23, 2021.

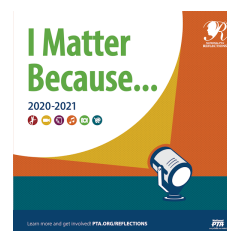


Keep an eye on the [website](#) in the coming week for additional information, including registration details and the introduction of our helpful and seamless convention app.

## In case you missed it: WSPTA Reflections Finalists Announced!

**Imagination. Powered by PTA.**

The WSPTA Reflections committee is pleased to announce the [WSPTA Reflection Finalists](#)! Congratulations to all the winners!



## Training

**Leadership Development. Powered by PTA.**

[Effective Budgets and Financial Strategies](#) - hosted by Regions 3 and 4 - April 1, 7:00-8:30 pm



## Grassroots Advocacy

### Focus on Advocacy

**Advocacy. Powered by PTA.**

- [2021 Focus on Advocacy - March 15 Report blog post.](#)
- The issue handouts can be found on the [Advocacy webpage](#). These are great to use when speaking with your legislators, school board members, etc.
- Short education videos on the issues are also being created and can be found in the [Advocacy 2021 Session YouTube playlist](#) and under the specific issue dropdowns on the Advocacy page.
- Check out the [Focus on Advocacy webpage](#) for special resources available for your advocacy efforts, including a new infographic encapsulating the WSPTA legislative priorities into one terrific visual.



# PTA. Now More Than Ever.

## PTA Flexible

Information. Powered by PTA.

President Janice Kutzera shares her definition of "PTA flexible" in her most recent [Power of Connection blog post](#).

She touches on the governor's announcement about the schools reopening plan and how it is just one example of the importance of PTA to adapt (be flexible) in an effort to maintain services to children and families in your community. [Read the full article here](#).



## Dates - Deadlines - News

### Important Dates

**March 31**

[Annual Corporation Renewal](#)

for PTAs incorporated this month

**April 15**

[Sales Tax Form Due](#) to Department of Revenue

### Quick Links

[PTA.Now More Than Ever.](#)

[SOA Information](#)

[March Leader Checklist](#)

[Leader Resources](#)

*Username: Every*

*Password: Child*

[PTA Store](#)

### Membership Database

[Success Site](#)

[WSPTA membership database webpage](#)

## News in Brief

Information. Powered by PTA.

- Need help setting up automatic payments in memberplanet? Watch [this new how-to video](#).
- Read the blog post on [email phishing](#).
- Read the [executive director's post](#) for March.
- See the [March leader checklist](#) for information to help run a healthy and organized PTA/PTSA.



## National PTA News

### New PTA Programs at Home

Programs. Powered by PTA.

National PTA has developed at-home models for its [STEM+Families Science Festivals](#), [STEM+Families Propelling Our World](#), [PTA Connected Smart Talk](#), and [Healthy Hydration](#) programs. The PTA Programs at Home models offer engaging, educational, and fun activities for all students and their families - with or without access to technology. The models include Real-Time, At your Own Pace, and Tech-Free. PTAs can use one or a mix of these models with families in their school communities. PTA Programs at Home materials are available to all PTAs at PTA.org on the various program webpages.



## National PTA Quick Links

- [Mental Health](#)
- [Make Your PTA Virtual](#)
- [Notes from the Backpack](#)
- [Increasing Family Engagement in Diverse Schools](#)
- [New Membership Campaign Materials](#)

## Partner News and Promotions

### Vendor Marketplace

**Opportunities. Powered by PTA.**

Check out the [vendor marketplace](#) on the WSPTA website offering products, services, and resources for PTAs and schools.



- [Great Western Reserve](#) - specializes in student-pack gift brochure programs and more.
- [Hibernate Bed Sheet Fundraiser](#) - profitable fundraiser that is 100% online.
- [L'il Shoppers](#) - an in-school holiday store.
- [Lynnwood Convention Center](#) - available for auctions or trainings.
- [Northwest Playground Equipment](#) - the premier provider of playground equipment for schools.

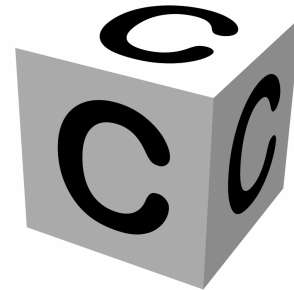
## Tip of the Week

### Communicating with the 3 C's

**Communication. Powered by PTA.**

So much goes into running a PTA. Every detail, no matter how small it seems, is important, especially how we communicate with our members, students, their families, and communities. It is important to note some of the questions they may be asking you as leaders.

- Do you care for me?
- Can you help me?
- Can I trust you?



Answering all of these questions will decide your success in engaging everyone.

When you communicate your answers always keep in mind these 3 C's:

- **Connection** - Many people don't commit to you when they understand. They commit to you when they feel understood.
- **Confidence** - "The people who are crazy enough to think they can change the world are usually the ones who do." -Steve Jobs
- **Challenge** - The leader's challenge is to help people move from know how to do now. "No company, big or small, can win over the long run without energized

employees who believe in the mission and understand how to achieve it." -Jack Welch

Our members and leaders dislike chaos, poor communication, and goals that are unclear. When a leader consistently provides clear direction, keeps things organized and running smoothly, and solves problems with regularity, people, our members, want to follow.

*Provided by Leslie Boggs, National PTA President 2019-2021*

[Website](#)

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*WSPTA provides a variety of newsletters to keep leaders informed and provide resources to be successful. If, for some reason, you choose to no longer receive a newsletter, we recommend that you use the "Update Profile" link provided at the bottom of this newsletter. If you choose "Unsubscribe," you will automatically be unsubscribed from all newsletters.*

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