

## Increased your Membership?

### Calendar

Please review and retain  
for reference our

**2016-17 CALENDAR**

### Remittances of \$



All membership and insurance  
remittances, etc should be sent  
- **with a remittance form** found  
in Peralta's **list of forms** to:

**Nancy Mitchell**  
Peralta District PTA  
44999 Cree Court  
Fremont, CA 94539

Please remember that **if you  
are in a council, your  
remittances go to your council.**

### Sending in Reports

Email copies of all  
**Required Paperwork**  
and Financial Reports to  
**financialreports**  
**@peraltadistrictpta.org**

### Important Forms

Various PTA forms can be found  
on our website at **PTA Forms**  
and also in the **Forms Chapter**

**of the Toolkit.**

**Please use PTA forms and  
formats;** they were designed to  
provide transparency and  
adherence to guidelines.

### District PTA Officers

**Peralta District PTA officers** are  
here to help you; our mission is  
to provide support and  
information to all 155+ PTA/PTSA  
units in Alameda County.

**President: Linda Dewlaney**  
**1st VP-Leadership: open**

### Greetings!

**Remember... previous issues of this newsletter - and other helpful information -  
are on our website - [www.peraltadistrictpta.org](http://www.peraltadistrictpta.org)**

We hope you find this newsletter helpful; please let  
**[newsletter@peraltadistrictpta.org](mailto:newsletter@peraltadistrictpta.org)** know what you think and  
if you have any suggestions for improvement.



### **More reasons for people to join PTA**

**California State PTA offers several scholarships for PTA members and they're another terrific  
reason to sign up for PTA membership!**

**To help school professionals and volunteers continue their educations,** California State PTA is proud to offer  
\$500 scholarships for school nurses, credentialed teachers and counselors, and for PTA volunteers. Applications are due  
October 17. Read more at **<http://capta.org/programs-events/scholarships/continuing-education/>**

**For students who are PTA/PTSA members,** California State PTA offers graduating high-school senior scholarships.  
Applications are due each February. Read more at **[http://capta.org/programs-  
events/scholarships/graduating-high-school-seniors/](http://capta.org/programs-events/scholarships/graduating-high-school-seniors/)** Your PTA can also offer scholarships to seniors who are  
PTA members, even if you are in an elementary school.

The new **"Do Good Things for Kids" Membership flier** - featuring 6 reasons to join PTA - is available in 6 languages  
at **<http://capta.org/resource/do-good-things-for-kids-join-pta/>** Use it as part of your membership  
campaign.

## MEMBERSHIP

### **Will your PTA qualify for the Ready, Set, Remit Award?**



**Ready, Set, Remit** is a membership challenge from California State PTA that helps all PTAs get  
started off on the right membership foot by turning in membership dues right away. Remember  
that all your board members and chairmen must be members of your PTA.

To qualify for this challenge, **per capita for at least 30 members must reach Peralta  
District PTA by October 15,** so that Peralta District PTA can forward those monies to California  
State PTA by October 30.

**Ready, Set, Remit is also serving as one of the mandatory qualifications for this year's Do Good Things for  
Your PTA Membership challenge.** Find out more about this year's **Membership Challenges** and see if your PTA  
can qualify.

### **Have you reached out to students to join your PTA?**

**Students are full members of PTA and can be valuable participants.**

Find out more at: **Building Student Membership**  
**<http://capta.org/pta-leaders/run-your-pta/building-membership/building-student-membership/>**

### **Encourage your Teachers to Join PTA**

**Involving teachers in PTA as members is a great way to strengthen communication between families and  
schools.** Find some ideas for getting teachers involved at: **Ways to Encourage Teachers to Join PTA**  
**[http://capta.org/pta-leaders/run-your-pta/building-membership/ways-to-encourage-teachers-to-join-  
pta/](http://capta.org/pta-leaders/run-your-pta/building-membership/ways-to-encourage-teachers-to-join-pta/)**

2nd VP-Programs: **Pam Chang**  
3rd VP-Membership: *open*  
4th VP-Communications:  
Carol-Ann Koch-Weser  
Treasurer: **Nancy Mitchell**  
Financial Secretary: *open*  
Secretary: **Susan Nathan**  
Historian: **Poon Yee**  
Parliamentarian:  
**Alison Wiscombe**  
Website: **webmaster**

## Council or Out of Council?

### COUNCILS

Units in a council should communicate first with, and remit any monies and reports to, their council. Contact the council president if you don't know how to get in touch with the council.

Alameda: **Jennifer Hastings**  
Berkeley: **Christine Staples**  
Fremont: **Liz Fischer**  
Pleasanton: **Robin Dias**  
San Lorenzo:

### OUT OF COUNCIL

PTAs in the following areas are considered "out of council" or "OOC" and communicate directly with, and remit monies to, Peralta District PTA:

Albany  
Castro Valley  
Hayward  
Livermore  
New Haven/Union City  
Newark  
Oakland  
San Leandro

## Resources & Links

[Peralta District PTA](#)

[California State PTA](#)

[National PTA](#)

### Services:

[e-Bylaws](#)

[PTAEZ](#)

[PTA Merchandise Store](#)

[Tax Support Center](#)

[e-learning](#)

National PTA's  
Training modules

### PTA Publications:

[Running Your PTA...  
Made Easy](#) booklet

## Need other ideas to help you increase your PTA membership?

Download and consider **101 Ways to Increase Membership**  
[http://downloads.capta.org/mem/101\\_WaysBrochure.PDF](http://downloads.capta.org/mem/101_WaysBrochure.PDF)

### Consider ... the most effective messages are:

*By joining you are supporting the valuable programs and services being delivered at your school by PTA.*

*By joining PTA, your dues support your local school and students; and it is entirely separate from any obligation to volunteer or make other commitments at the school.*

## Heard about this year's membership challenge?

The **DO GOOD THINGS FOR YOUR PTA membership** challenge from California State PTA has several options to qualify.

Complete at least seven strategies - three required and four optional - to qualify for the drawing. All PTA's in good standing that qualify will be entered into a drawing to win one of three cash prizes: \$1,500, \$500 and \$250.

**Read more about it at:**

[http://capta.bmetrack.com/c/v?](http://capta.bmetrack.com/c/v?e=9DF44E&c=4592C&l=222C9A73&email=yZfLv3t%2BsTnWd2yi42Yk5GnkM30OfR%2Fi&reid=4C4A98B4)

[e=9DF44E&c=4592C&l=222C9A73&email=yZfLv3t%2BsTnWd2yi42Yk5GnkM30OfR%2Fi&reid=4C4A98B4](http://capta.bmetrack.com/c/v?e=9DF44E&c=4592C&l=222C9A73&email=yZfLv3t%2BsTnWd2yi42Yk5GnkM30OfR%2Fi&reid=4C4A98B4)

## TIPS & TOOLS for RUNNING YOUR PTA

### Looking for a new program to offer or have an idea that needs funding?

Apply for a California State PTA "**Program Grant**". The application due date is October 17. Read more at: <http://capta.org/pta-leaders/programs/grants-awards/>

### Where are your PTA's files and records?

California corporate code requires every PTA retain certain records, such as your current bylaws, minutes of all meetings, copies of tax filings, etc.

**As an officer of the PTA, it is important and your responsibility to know what files your PTA needs to keep...and where to find them.**

The Toolkit contains the [Records Retention Policy](#).

These important records and files should NOT be kept in different people's garages. Consider purchasing a file cabinet to keep at the school site so that PTA records aren't "lost" or disappear with a former officer when they leave the area.

## Review the Insurance Guide before planning activities!

It is critical to review the Insurance and Loss Prevention Guide's **RED**, **YELLOW** and **GREEN** pages before planning any activities.

- **Certain activities and events are prohibited because they are excluded by the insurance policy or because they are dangerous or jeopardize the safety of our children and youth.**
- **Make sure that your committee chairs present their plans to the executive board for approval.**
- **If the PTA sponsors a **RED** page event and someone is injured because of PTA negligence, the individual PTA officers could be held personally liable.**



The *Insurance Loss and Prevention Guide* is sent every year in October/November to the president of each PTA.

Read more at:

<http://toolkit.capta.org/finance/insurance/insurance-and-loss-prevention-guide/>

<http://capta.org/pta-leaders/services/insurance/>

[http://peraltadistrictpta.org/files/Understanding\\_PTA\\_insurance.pdf](http://peraltadistrictpta.org/files/Understanding_PTA_insurance.pdf)

## November 15th is PTA Tax Day!



Tax time for PTAs is right around the corner; **all our PTAs must file by November 15th every year.** Last year's treasurer may already have filed for 2015-16 so please ask him or her...and send [financialreports@peraltadistrictpta.org](mailto:financialreports@peraltadistrictpta.org) copies.

**Remember that if a PTA has gross revenues under \$50,000 the PTA can file a postcard version of the 990 and the 199 which only takes 5 minutes...**and don't forget there is a third filing (an RRF-1) that must be done every year as well. You can not file for an extension and then file the postcard versions of the 990 and 199...so if your gross revenues are less than \$50,000, plan now to file by November 15th.

Check out the newly updated for 2015-16 filings [Tax Tips for PTAs](http://files.constantcontact.com/740be3db001/3bbb9d61-7a83-496d-988f-8ead1bad2802.pdf)  
[http://files.constantcontact.com/740be3db001/3bbb9d61-7a83-496d-988f-8ead1bad2802.pdf?](http://files.constantcontact.com/740be3db001/3bbb9d61-7a83-496d-988f-8ead1bad2802.pdf)  
[ver=1472584718000](http://files.constantcontact.com/740be3db001/3bbb9d61-7a83-496d-988f-8ead1bad2802.pdf)  
and share the information with your tax preparer if your PTA uses one.

Read more at [Tax Filing Support Center at California State PTA](#)



Follow us on [Facebook!](#)

## What can a PTA do during election time?

The 2016 election is now in full swing. PTAs across the country are getting involved by registering people to vote, providing their members with Election Day information and talking with candidates about their priorities.

**Check out the guidelines on what you can - and cannot - do** for election season as a PTA at <http://s3.amazonaws.com/rdcms-pta/files/production/public/Permissible%20Activities%20Checklist.pdf> and watch a webinar which explains the ins and outs of nonprofit election activities here <http://www.nonprofitvote.org/webinar-series/>

### PTA has a "nonpartisan" policy

A PTA may not participate in any type of political campaign or other activity on behalf of, or in opposition to, a candidate for any public office.

<http://toolkit.capta.org/running-your-pta/basic-policies/nonpartisan-policy/>

### Asked to endorsement a candidate?

A current or former PTA board member must not use his/her PTA title or the name of the PTA to endorse a candidate even if just for purposes of identification.

<http://toolkit.capta.org/advocacy/election-campaigns/restrictions-on-endorsement-of-candidates/>

### Parcel Tax or bond measure in your town?

PTAs may participate in efforts to secure the passage of a local school district facilities bond or local parcel tax election when the PTA has studied the issue and voted to support such a campaign.

<http://toolkit.capta.org/advocacy/election-campaigns/school-bonds-and-other-ballot-measure-campaigns/>

### Guidelines for Campaign Activity

A PTA may not devote more than an insubstantial part of its volunteer activity and expenditures to influence the outcome of ballot measures and other legislation.

<http://toolkit.capta.org/advocacy/election-campaigns/legal-guidelines-for-campaign-activity/>



## Is there *in your budget* for the April 28-30, 2017 CONVENTION in San Jose?

What does your PTA get from sending you to convention? Leaders who are trained in the best tradition of PTA, great ideas and assorted free samples from the exhibit hall, a voice in general meetings, and an opportunity to share best practices and challenges with PTA leaders from throughout the state.

### Read ... [What PTA Leaders Should Know about Convention](#)

Stay tuned for information on the scholarships of up to \$750 that Peralta District PTA will be offering to attend convention.



PTA REFLECTIONS

## "What is Your Story?"

It's time to kick off your 2016-2017 Reflections Program.  
Theme: *What Is Your Story?* Peralta District PTA's deadline  
for council and out-of-council entries is

**Wed. Dec. 7, (6-8 PM)**

Drop off: ACOE lobby, 313 W. Winton, Hayward, CA

### Reflections is a celebration of student art!

If you would like to be part of the Peralta Reflections committee,  
contact Pam Chang @ [reflections@peraltadistrictpta.org](mailto:reflections@peraltadistrictpta.org)

General Reflections rules can be found at

[<http://www.capta.org/programs-events/> reflections/general-rules/](http://www.capta.org/programs-events/>reflections/general-rules/)

### Peralta District PTA has open positions and wants you to consider joining us!



We will be electing our **Nominating Committee** soon so that they can begin looking for the best candidates to be our 2017-19 officer nominees ... who will be elected by our association in March. Joining us now will help you see how satisfying it can be to assist the PTAs in Alameda County.

Learn more about the Nominations process by reading

[Nominating Information packet](#)

If you would like to know more about serving Peralta District PTA,  
contact president Linda Dewlaney at

[president@peraltadistrictpta.org](mailto:president@peraltadistrictpta.org)

## RESOURCES

### Ed100= California's Education System Demystified

Ed100 is a free instructional course for parents who want to help improve their local schools. It offers online lessons that demystify the education system in California and introduce major competing ideas with posts to connect you with organizations and resources that delve deeper into each topic.

**You can win \$1,000 for your PTA while increasing your knowledge of key K-12 education issues.**

**Here's how it works:** For each short lesson you read on [www.ed100.org](http://www.ed100.org), you earn a ticket in a drawing for the benefit of your school's PTA. The more tickets you earn, the better chance your PTA has to win.

**Topics include:** Student Testing, Teacher Development and Evaluation, Early Childhood Development, Charter/Private and Community Schools, Common Core, Local Control Funding Formula, College and Career Readiness, Poverty and Race, Student Needs, etc

### California State PTA has services to make administration in your PTA easier:

**Our Tax Filing Support Center -**

<http://capta.org/pta-leaders/services/tax-filing-support-center/>

**PTAEZ -** <http://capta.org/pta-leaders/services/ptaez/>

**e-Bylaws -** <http://capta.org/pta-leaders/services/ebylaws/>

**Insurance info -** <http://capta.org/pta-leaders/services/insurance>

### E-learning modules from National PTA

provide online learning opportunities.

Check out these e-learning programs from National PTA:

**Running a Successful Program**

**Planning Your PTA Year**

Find them both at

[http://www.pta.org/elearning\\_](http://www.pta.org/elearning_)

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or

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[https://visitor.r20.constantcontact.com/d.jsp?](https://visitor.r20.constantcontact.com/d.jsp?llr=hcm6t5cab&p=oi&m=1102686629959&sit=rgyp79neb&f=2919a919-82ee-4432-9597-ed6b5398f769)

[llr=hcm6t5cab&p=oi&m=1102686629959&sit=rgyp79neb&f=2919a919-82ee-4432-9597-ed6b5398f769](https://visitor.r20.constantcontact.com/d.jsp?llr=hcm6t5cab&p=oi&m=1102686629959&sit=rgyp79neb&f=2919a919-82ee-4432-9597-ed6b5398f769)

[www.peraltadistrictpta.org](http://www.peraltadistrictpta.org)