



serving PTAs  
in Alameda County

# Newscenter

SEPT.  
2016

## Is your PTA off to a good start?

### In This Issue

[Basics to Know](#)  
[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](mailto:financialreports@peraltadistrictpta.org)

### Important Forms

### Greetings!

**If this is the first monthly newsletter you have received from Peralta District PTA, please check out the previous issues that are on our website - [www.peraltadistrictpta.org](http://www.peraltadistrictpta.org)**

In an effort to keep this newsletter readable and useful, we use a lot of links - they are all in blue and we hope you will click on them.

Let [newsletter@peraltadistrictpta.org](mailto:newsletter@peraltadistrictpta.org) what you think and if you have any suggestions for improvement.



### Sharing the value of PTA

**Many PTAs use 5-10 minutes at Back-to-School Night to introduce the PTA board, talk a bit about the goals and programs for the year and encourage people to support PTA by joining.**

There are some wonderful [PSAs to download and use](#) at Back to School Night or plan to show one or more at your association meetings throughout the year.

Perceptions of PTA are formed at the local level and so it's important that every PTA market PTA by showing and sharing the value of PTA in all you do!

### Did you miss California State PTA's Marketing Your PTA webinar?

You can view it here: [http://capta.org/training\\_videos/marketing-your-pta/](http://capta.org/training_videos/marketing-your-pta/)

**Need more training to start your PTA year off right?** Looking for an event to bring your unit or council officers closer and improve their ability to work together as a team? Don't miss the **Northern California Regional Leadership Conference** on Saturday, September 24, 2016 in Vallejo. California State PTA leaders will offer workshops, speakers, a general session and a vendor fair!

**Register here:** <http://capta.org/programs-events/regional-leadership-conferences/> by September 16, 2016. Spanish translation will be available during the general session and most workshops; the two-part president and treasurer workshops will be presented in both in English AND in Spanish.

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*

**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)**

## TIPS & TOOLS for RUNNING YOUR PTA

### *What to include in the first association meeting?*

The first association meeting of the year can be daunting with so many items to present to your membership and the need to have motions to adopt numerous items. Here is a step-by-step guide so you remember everything:

#### **Motions & Minutes for First Association Meeting**

You might also read

#### **[Make the Most of Your Association Meetings](#)**

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

**The 2017 convention will be in San Jose so be sure to allocate some funds in your PTA budget** so that at least one or more people can attend. It's terrific training and provides amazing networking opportunities. ***Be sure to read this newsletter to get the latest announcements about grants to attend convention.***

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

### *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/>

## 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

[Advocacy Leadership Guide](#)

[Leadership Essentials  
Archives](#)

[Local Control Funding  
Formula](#)

[Parents' Guide to Student  
Success](#)



Follow us on [Facebook!](#)

## Some "basics" to know ....

Read [Twelve Things To Do or Know](#)

**Did you get a Procedure Book from your predecessor?**

If not, start one! Read about [Procedure Books](#)

**Do You Know What Files Your PTA Needs to Keep?**

Every PTA is responsible for retaining various records, such as your current bylaws, minutes of all meetings, copies of tax filings, etc. The Toolkit contains the [Records Retention Policy](#).

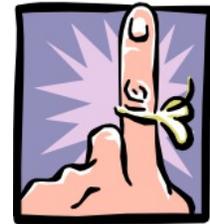
Consider purchasing a file cabinet to keep at the school site so that PTA records aren't "lost" in someone's garage or disappear with a former officer when they leave the area.

**Do you know what reports your PTA must share with Peralta District PTA (or your council first if you are in council)?**

Review [Required Paperwork](#)

**Contact us if you have questions ... [we love questions](#)**

**and as long time volunteers ourselves, we understand and are here to help.**



## November 15th is PTA Tax Day!

Tax time for PTAs is right around the corner; PTAs 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.

Check out [Tax Tips for PTAs](#) and share the information with your tax preparer if your PTA uses one. 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 takes 5 minutes....and don't forget there is a third filing (an RRF-1) that must be done every year as well.

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



## "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

**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/>

## MEMBERSHIP



**Parents want their PTA to be local and personal, serving and supporting their children and the programs at their school.**

Download [Messaging That Works](#) for some key points to use when communicating with parents about the importance of joining PTA.

### *Remit 30 Memberships as soon as possible*

**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. To qualify for this challenge, just remit PTA dues for at least 30 members through channels to your PTA council (if in council) or to Peralta District PTA as soon as they come in. **Remember that all your board members and chairmen must be members of your PTA.**

**Peralta District PTA needs to receive those memberships (through channels if you are in a council) by October 15th** to remit them to the California State PTA office before October 31.

**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.

### *Encouraging 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**

As part of extending the special invitation to teachers to join your PTA, make sure they know about the

#### **\$500 Continuing Education Scholarship for Teachers and Counselors**

They must be a PTA member to apply and must submit their application by October 15th.

## **Peralta District PTA needs new blood, just like any PTA!**



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.

Learn more about the Nominations process by reading

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

**Please check past issues for resources previously published.** Past issues of this newsletter from the last year are archived on our website -  
[www.peraltadistrictpta.org](http://www.peraltadistrictpta.org)

**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.

***Use the "Forward email" link below to share this newsletter!***

***or***

***use this link to sign up or re-subscribe:***

[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)