



Happy End of Summer 2011!

Dear Local PTA Leader-

As the summer months come to an end- its time to start thinking of going back to school and your Back-to-School PTA Recruitment Drive! Please see below with some information on ensuring that your Local PTA is able to start the year with all of your flowers in a row.

DID YOU KNOW...

National PTA and New Jersey PTA offers your PTA great resources to get your association off to a productive start for the 2011 - 2012 school year. Have you been able to sign up for your National PTA Official Kit? Have you received your Local Unit Packet with your new membership cards from NJPTA? Have you returned all of your outstanding items to the NJPTA office?

Has your PTA...

- Sent in your 2011 - 2012 Officer's Form?
- Returned all your unused 2010 - 2011 Membership Cards or sent in all outstanding dues?
- Are your Local PTA's bylaws up to date and have you received an official copy back from your County Bylaws Chair?
- Is your audit from 2009 - 2010 done and has a copy been sent to the NJPTA Office?

One or more of these missing items may be preventing your PTA from having the most up to date information. It is critical to share this information with your board members and other PTA Leaders.

Please visit <http://njpta.org/resources/localptaofficerinfo.html> to see the forms that are due each year to NJPTA and to hopefully make all of the answers to the above questions a yes! If you have any questions- please contact your County President, Region Director or County Advisor for assistance!

Our goal is to ensure that you start of the 2011 - 2012 School Year with the right tools in hand.

Have a great week!

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NEW JERSEY PTA's WEBSITE:
www.njpta.org

NATIONAL PTA's WEBSITE:
www.pta.org

New Jersey PTA Update

Local PTA Achievement Awards

There is still time to submit your applications for NJPTA Membership and Achievement Awards for the 2010 - 2011 Membership Year! The deadline is **August 31st, 2011!** Show your pride in your PTA's membership's successful programs and events so NJPTA can recognize how you are helping children be healthy and safe, protecting the environment, engaging parents and teachers, promoting diversity, and all the other terrific things your PTA is doing.



[Click here for more information and forms.](#)

Let NJPTA Help Your "Membership" Garden Grow!

September is the beginning of your PTAs new membership year! Whether you are a new PTA president or have held the position for a year or two, this is a good time to set some membership goals with your current board.



Here a few "goals" to keep in mind as you plan for the new school year!

Ask Everyone: Ask your friends, family, community members and don't forget to ask the Teachers/Staff members of your school to become a PTA member. Remind everyone that their membership supports all children!

Make Membership Everyone's Business: Make sure your board knows it's a group effort! Membership doesn't just fall on the shoulders of the President or the Membership Chair. Form a committee to spread the word!

Themes help spread the message: Themes and Year-long campaigns will help your membership numbers grow!

Distribute Membership Cards: Everyone that joins a club, organization or an association should be a proud "card-carrying" Member...Please make sure that all your members get their membership cards and know that they are a proud member of your PTA...of NJPTA and National PTA!

Years ago, I found a great resource from Missouri State PTA that helped my PTA and other PTAs with some great ideas to increase membership, please feel free to browse this document to get some ideas for your organization. [Click Here for the 201 Ways to Increase Membership!](#)

On behalf of the NJPTA, I wish you and your Membership team great success as you begin a new school year! It is our hope that at the end of this school year, you and your PTA will qualify for many NJPTA Membership Awards! Please feel free to contact me during the school year with any questions you may have.

Please contact Membership Development Chairperson Rose Acerra at racerra@njpta.org with any questions.

Fall Legislative Day

Save the Date! The New Jersey PTA Fall Legislative Day will be on **Wednesday, October 12th!** Be on

the look out for more information!

New Jersey PTA Success Stories

May, 6, 2011. Englewood Cliffs, NJ. The Englewood Cliffs PTA and the Englewood Cliffs Shade Tree Commission collaborate each year to host an Arbor Day Celebration for the students of the Englewood Cliffs Public Schools. This year the Arbor Day Celebration was a huge success and it helped mark the 30th anniversary of the Borough of Englewood



Cliffs as a Tree City USA. A full day of activities were held at North Cliff School (Pre-K to 2) and Upper School (3-8) where students planted flowers and a Red Maple Tree. Students in all grades had the opportunity to plant at least two flowers and each 2nd grade student was able to help sprinkle dirt after the Red Maple Tree was placed into the earth near the school playground at North Cliff School. Both schools held a dedication which included the raising of the Tree City USA flag and singing songs. The 5th grade students participated in a poster contest and the 7th and 8th grade students submitted entries to a poetry contest, "Trees Are Terrific...For Our Home and Businesses." The winners of each contest were announced at the dedication ceremony. The PTA provided some of the funds for the purchase of the plants and the tree and organized parent volunteers to help the students with the plantings. In addition the PTA provided a light breakfast for the volunteers and the Englewood Cliffs Shade Tree Commission members. It was a wonderful day for the students and involved hard work and planning with the entire staff of both schools.

The events were even covered by NY1 "Your New Jersey News Now" and the Suburbanite local paper. Links to the press coverage are below:

http://brooklyn.ny1.com/content/your_nj_news_now/138656/young-and-old-celebrate-arbor-day-in-englewood-cliffs/?ap=1&MP4

http://www.northjersey.com/news/121649849_In_this_town_trees_earn_a_big_hug.html

How do I get my school featured in a future issue of the New Jersey PTA E-Newsletter? If you have a great story that you would like us to use, contact us directly at secretary@njpta.org and we will highlight your PTA in one of our weekly emails!

National PTA Update

National PTA Official Kit

Only a short time left to order your official PTA Kit -
deadline date is Friday, September 16th!

All local PTAs must register to receive their Official PTA Kit. The incoming 2011-2012 PTA president or other authorized PTA leader must fill out the registration form to select the preferred shipping address and date for the kit. The order form will be available through September 16 and kits will start shipping weekly.

The National PTA Official Kit is only available to PTAs in good standing. Please be sure to send any outstanding items to the state office to ensure your good standing.

To register for you kit online go to [National PTA Official Kit](#)

Urge Congress Not to Stand in the Way of Healthier School Lunches

As our children head back to school, some members of Congress want to roll back progress on improving school lunches, despite the sky-high childhood obesity rates.

PTA members, we need your help to send a loud and clear message to Congress that we want healthier school meals.

The U.S. Department of Agriculture (USDA) has proposed common-sense nutrition guidelines to improve school lunches and breakfasts, including more fruits, vegetables, whole grains, and low-fat milk and less salt, unhealthy fats, and calories.

Unfortunately, food interests are working to get Congress to stop USDA from finalizing these sensible school nutrition standards. The House of Representatives has already included a rider in its Agriculture spending bill urging USDA to start over from scratch and propose a new set of school meal standards-even though tens of thousands of parents and organizations supported these important improvements.

If industry is successful in convincing the Senate to do the same, the goal of seeing healthy school lunches in cafeterias across the country will be in jeopardy.

Please send an email to both of your Senators today asking them to support USDA's efforts to improve school meals.

To take action, click here <http://www.capwiz.com/npta2/issues/alert/?alertid=53210626&type=CO>

New Member Benefit- Receive Year-Round Savings at OfficeMax

National PTA and OfficeMax® have partnered to bring special savings to all PTA members.



Members can save on supplies, furniture, ink and toner and OfficeMax ImPress® Print Center Services- and stock up on back to school essentials, like backpacks, notebooks, art supplies, and more. Simply

visit the [member benefits](#) page for complete details and to print out the August coupon.

Be sure to pass along this great news to all the PTA members you know. Offers will be available throughout the year, all designed to help with keeping kids supplied.

National PTA and Nickelodeon Partner to Keep Kids Healthy

Nickelodeon is inviting all PTA members to join Worldwide Day of Play on Saturday, September 24. Nickelodeon will suspend all programming to encourage kids to get up, get out and go play. Your PTA can be a part of the celebration by planning a Worldwide Day of Play event in your community. [Click here for more information.](#)



Healthy Lifestyles Grants

Apply for the National PTA® Healthy LifestylesSMgrants today! National PTA will award up to 10 grants of up to \$1,000 each!

Grant Overview

National PTA Healthy Lifestyles Program promotes good nutrition and regular physical activity in order to address the nation's childhood obesity epidemic. One-third of American children are either obese or at risk of becoming obese. Increased access to high-calorie good-tasting, inexpensive foods, along with increasingly sedentary lifestyles, has contributed to the rise in childhood obesity. The reduction and elimination of recess in as many as 40 percent of U.S. school districts has limited students' physical activity during the school day. Furthermore, consistent findings show that obesity is often associated with poor levels of academic achievement.



PTAs can play an important role in increasing physical activity and improving nutrition in the school community by engaging families, teachers, administrators, and students in programs and activities that encourage the school community to be active and to eat healthier foods.

Deadline:

Friday, September 2, 2011 at 5 p.m. EDT

[CLICK HERE FOR MORE INFORMATION AND HOW TO APPLY!](#)

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[Click here for NJPTA Board of Directors and County Presidents/Advisors Information](#)

Please feel free to click below and forward this e-mail to your officers and/or members!