

Madison County Schools  
Parent Organization

2019  
Leadership Workshop

Saturday, July 20

9 AM

Central Office Auditorium

# MCSP0 Annual Meeting

# Agenda

## Main Topics

- **Financial Operations**
  - **Non-profit Status and Requirements**
  - **Policies and Procedures**
  - **Fundraising**
- **Breakout Sessions**
- **Leadership**
- **Communication**
- **Parent Involvement**

# Community Involvement Coordinator: I'm Here For You!

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

- **Organize Community Meetings across the System for Superintendent and Board Members to engage stakeholders**
- **Serve as the system liaison to local school parent groups**
  - Serve as a resource for school leaders and parent groups.
  - Assist all schools, especially Title 1 schools, in promoting parent involvement.
  - Attend at least one school-wide parent meeting at each school during the school year.
  - Meet with PTA/PTO officers at every school at least once during the school year.
  - Keep current on regulations and laws regarding parent involvement and parent groups operating in MCSS.
  - Conduct training on parent involvement best practices and proper administration.

- **Serve as an advocate for the System**
  - Educate stakeholder groups on System needs.
  - Educate stakeholder groups on system finance issues.
  - Assist in maintaining a positive parent leadership presence for the school system.
  - Work with and promote the MCSPO in its efforts to support parent groups and the Madison County Schools.
- **Serve as a direct liaison with Community Advisory Groups**
- **Assist principals in coordinating parent meetings for CAGs and PTA/PTO groups**
- **Other duties as assigned by Superintendent**

# NON-PROFIT ORGANIZATIONS STATE AND FEDERAL REQUIREMENTS

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

- **Other Duties**

- Point of Contact for Federal Impact Aid
- Coordinator of Teacher of the Year and Support Professional of the Year
- Social Media Coordinator
- Coordinator for Key Communicators
- Create and Publish Spotlight weekly
- Implement a Communications Plan for improving communication and building PR for MCSS
- Soon to be: Parent Academy

# WHY ARE WE HERE TODAY?

## Credibility and Responsibility

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

# Why Do We Need Rules, Regulations, Policies, and Procedures??

- Your group's credibility and reputation impacts not only your group and its officers, but also reflects on the integrity and reputation of the school you support and the Madison County School System.
- The most obvious indicator of a group's credibility is how it handles its finances and how transparent it is in providing updates and reports to its members and the community.
- You **MUST** operate your group legally and maintain control of your finances!

# Consequences...

- **Loss of Credibility**
- **Embarrassment for your group, the school, and MadCo Schools**
- **Loss of nonprofit status/Dissolution**
- **PROSECUTION ...**

# BIG QUESTION?

**Is your parent group really a  
non-profit organization???**

# Differences: How PTAs and PTOs Operate Financially

- **PTA- Operate financially outside of school**
  - Financial accounts through a bank or credit union
- **PTO- Some PTOs operate financially *outside* of school**
  - Financial accounts through a bank or credit union
- **PTO- Some PTOs operate financially *through* their school**
  - Funds are deposited into a “NON-PUBLIC” account for PTO use.
  - MCSS Financial procedures are followed

# How is Your Parent Group Legally Organized?

- **PTA- Parent Teacher Associations are affiliated with state and national organizations and must meet certain criteria to maintain good standing.**
- **PTO- Parent Teacher Organizations are independent organizations with no state or national affiliation.**
- **ALL PTAs and PTOs that operate as non-profit organizations must have completed a legal process for non-profit status.**

# Process for PTA

- **Application to Alabama PTA for membership**
- **Organizing Documentation**
  - **Bylaws**
  - **Charter from PTA**
    - **For Charter to be valid:**
      - **Must be in good standing with AL PTA**
      - **Must have maintained its 501(c)(3) non-profit status or be working with AL PTA to reinstate status**
  - **EIN (Alabama PTA provides this number from IRS)**

# Process for PTO (Through School)

- **Set up account with Bookkeeper and complete necessary forms**
- **Create Bylaws and have approved at a PTO meeting**
- **Organizing Documentation**
  - **Bylaws- which must be approved every 3 years**
  - **Required MCBOE forms- sponsor form signed by principal and officer authorization list**

# Process for PTO (Outside School)

- **Apply for EIN**
- **Complete Alabama incorporation process for non-profits**
- **Apply to IRS for 501(c)(3) non-profit status**
  
- **Organizing Documentation**
  - **Bylaws**
  - **Articles of Incorporation- filed in/stamped by Probate Office**
  - **Minutes of Organizing Meeting**
  - **EIN letter from IRS**
  - **Approval Letter from IRS granting 501(c)(3) non-profit status and exemption from Federal Income Tax**

# State of Alabama Requirements for Becoming a Non-profit Organization

- **Form a non-profit corporation with Articles of Incorporation**
- **Choose initial officers and name of organization**
- **File name reservation form with AL Secretary of State**
- **Receive Name Reservation Certificate from Sec of State**
- **Complete a Certification of Formation form**
- **Adopt bylaws at official organizing meeting**

**NOTE: ALL of these steps must be completed BEFORE applying for federal tax exemption! An attorney can make this process easier!**

# Federal Requirements for Becoming a Non-Profit Organization

- **Must organize as a non-profit according to your state law/requirements**
- **Must meet requirements set forth in IRS Code for non-profits**
- **Must apply for EIN** (must be legally formed as a non profit if you plan to use this EIN number to apply for tax exempt status)
- **Must apply for Tax Exempt status using Form 1023 and submit required fee**
- **Must receive a dated and stamped Letter of Tax Exempt Authorization from IRS**

# MCBOE Policy Regarding PTA/PTO

## Parent Group Policy

- Board review/Policy review
- Formal presentation to Board in July
- Any requested changes made
- Board votes on at a regular or special session

# BIG QUESTION?

**Do you have your PTA/PTO  
organizing documents?  
Where are they located?**

# Break Out Sessions

## **Presidents - Aleta Stender**

- **Conducting Meetings**
- **Mediating Conflict**

## **Treasurers - Allison Centamore**

- **Budgets, Financial Statements, and Monthly Reports**
- **Taxes**

## **New Officers - Jordan Henson**

- **General Q&A**

# Presidents' Breakout Session

ALETA STENDER

- **Conducting a Meeting**
- **Mediating Conflict**

# Conducting a Meeting

- Don't waste people's time with unnecessary meetings. Have a **PURPOSE** and a **PLAN**.
- Follow Robert's Rules of Order to maintain order.
- Dress and behave professionally.
- Make and follow an agenda.
- Don't lose control of your meeting.
- Communicate clearly and concisely.
- Use correct grammar and don't ramble.
- Ask for questions or comments.
- Inform members about your activities and plans.
- Present current financial information and future plans.
- Gather contact information from attendees.
- Use name tags for officers so that you are easily identifiable.
- Involve teachers and students in programs after your meetings.
- Invite guest speakers to share useful information.

# Conflict Mediation & Resolution





# **DON'TS**

- **Overreact**
- **Become defensive**
- **Be dismissive or belligerent**
- **Respond with words or actions that will reflect badly on you, your organization, your school or school system**
- **Ignore Issues**
- **Talk about the conflict with anyone other than those involved or the principal**
- **Start rumors or make accusations**
- **Blame others**
- **Refuse intervention from principal**
- **Quit because of anger or hurt feelings**



- Stay calm and polite
- Be respectful and open minded
- Recognize and acknowledge when you are wrong or handled a situation badly...we are all human!
- Accept responsibility for errors
- Determine areas of concern and get input on how to resolve the problem
- Look for positives as a source of agreement
- Meet with those who have concerns
- Actively seek to solve the problem
- Avoid the blame game
- Ask principal to intervene if necessary
- Realize that there are some people who can never be satisfied no matter what you do or say

# Treasurers' Breakout Session

ALLISON CENTAMORE

- **Budgets, Financial Statements, and Monthly Reports**
- **Taxes**

# Budgets

- **Create a workbook in Excel or Numbers or Google Sheets**
- **Determine your starting balance (last year's ending balance)**
- **Set-up worksheet with beginning balance, expected fundraisers and income, projected expenses, projected ending balance**
- **Present this to your general membership for approval. Budgets may be amended by vote at any time.**

2016-17 SHS PTO Budget

		Budget	Actual
<b>Beginning Balance</b>	<b>Date: July 1, 2016</b>	<b>\$2548.42</b>	
<b>Income:</b>			
<b>Membership</b>		\$3700.00	
<b>Donations</b>		\$50.00	
<b>Fundraiser: Spirit Night</b>		\$0.00	
<b>Publix Partners Cards</b>		\$900.00	
<b>Kroger</b>		\$500.00	
<b>Other</b>			
		<b>\$5150.00</b>	
<b>Expenditures:</b>			
<b>BTS/Admin/Membership</b>		\$600.00	
<b>Christmas- Faculty/Staff</b>		\$1200.00	
<b>Faculty/Staff Appreciation</b>		\$1800.00	
<b>Jr. Class ACT Snacks</b>		\$1000.00	
<b>Receptions</b>		\$500.00	
<b>School Requests</b>		\$500.00	
<b>Other</b>			
		<b>\$5600.00</b>	
<b>Ending Balance</b>	<b>June 30, 2017</b>	<b>\$2098.42</b>	

Beginning Balance

Expected Income

Expected Expenditures

Projected Ending Balance



# Monthly and Yearly Financial Statements

- Create a workbook in Excel, Numbers, or Google Sheets

# Financial Reports

- **Approve Budget at first meeting of year. Amend as necessary throughout the year, but with approval from membership.**
- **At each meeting give a financial update from your monthly financial statement.**
- **Officers should always be aware of the financial standing of the organization, so make sure you have updates frequently.**
- **End of year reporting should include monthly reports, cumulative report, budget vs actual, and annual audit.**

# Annual Audit

- **Every PTA and PTO must have an annual audit of the organization's financial records. An annual audit is a requirement for non-profit organizations.**
- **Audits should be conducted by someone who is not part of the leadership of your organization, someone unbiased and with accounting knowledge that would ensure an accurate audit.**
- **Audits should NEVER be done by employees of Madison County Schools.**
- **Your signed and dated audit should be kept in your yearly finance binder.**

# Taxes: Federal Filing Information

- **Form 990: For organizations with GROSS receipts of \$200,000 or more.**
- **Form 990-EZ: For organizations with GROSS receipts or less than \$200,000.**
- **Form 990-N: Electronic return for organizations with GROSS receipts less than \$50,000.**
- 
- **GROSS vs NET:**
  - **Gross: total funds received**
  - **Net: total funds after expenses**

# Taxes: Federal Filing Information

- **Deadline for filing is based on your organization's fiscal year.**
- **Returns are due by the "15th day of the 5th month after the fiscal year end"**
- **For example: If your fiscal year ends on May 31, then your tax filing is due on Oct 15.**
- **You may receive two 90 day extensions if your file 990 or 990-EZ, but not 990-N.**
- **PTAs and independent PTOs must file taxes for their groups.**

# Taxes: Federal Filing Information

- **Failure to timely file returns without a reasonable cause can result in financial penalty. \$20 a day, up to \$10k. Can ask for abatement with reasonable explanation.**
- **Failure to file for 3 consecutive years will result in tax exempt status is automatically revoked.**
- **Once tax exempt status is revoked you must reapply and pay the fee again.**
- **PTOs that operate in the school do not have to file taxes. The school will account for these funds in its filing.**

# Taxes: Federal Filing Information

## Form 1099-MISC

- A tax exempt organization must furnish a 1099- MISC by January 31 of the following year, if the organization pays at least \$600 to **an independent contractor, not a corporation.**
- You will need the SSN or EIN of the independent contractor to complete the 1099-MISC.
- Your organization should always ask the independent contractor to provide a W9 before service or merchandise is received.
- If your PTO operates within the school, vendors are already required to provide a W9 and the school will send the 1099 form.

# Taxes: Federal Filing Information

- **Receiving federal tax exemption does mean that your group does not have to file Alabama Income Taxes.**
- **Receiving federal tax exemption does NOT mean that your group is automatically exempt from sales tax in Alabama.**
- **PTAs and PTOs may apply for Sales Tax Exemption BUT this only applies to merchandise that you intend to RESELL, not consume or utilize.**
- **You must reapply yearly for this exemption.**
- **You must receive a letter and certificate from the State of Alabama to be considered tax exempt.**
- **You must provide a copy of the exemption letter to each vendor.**

# Taxes: Federal Filing Information

- **Parent Organizations in Alabama are exempt from registering with the State Attorney General as fundraising groups.**
- **PTOs that operate within the school will automatically be able to purchase items exempt from sales tax by virtue of the school's exemption. This includes food, items to sell or use, etc.**
- **The bookkeeper can provide whatever documentation a vendor might ask for regarding tax exemption.**

# FINANCIAL OPERATIONS

## Finances, Taxes, Budget, etc...

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

**BIG QUESTION?**

**How do We Operate a  
Professional and Credible  
Organization??**

# Public/Non-Public Funds

PTAs

- State Law requires that funds raised during school hours must be deposited into a school account.
- This is a dilemma for PTAs since they are required to deposit funds into PTA accounts only.
- Groups could consider these funds a donation or funding for a school project or event the group had planned to support.

# Public/Non-Public Funds

PTAs

- PTOs who operate in the school already have those funds deposited into their school account.
- PTOs who operate outside the school may also have PTO account at school and this is where those funds are deposited.
- Guidelines for NON-PUBLIC funds are different that those for PUBLIC funds.
- Control of the funds remains with the officers of the PTO, not the school

# Public/Non-Public Funds

PTAs

- Guidelines for NON-PUBLIC funds are different than those for PUBLIC funds.
- Control of the funds remains with the officers of the PTO, not the school.
- For Non-Public funds to remain that way, no school employee (teacher, substitute teacher, staff member) may have access to or receive any funds for PTA or PTO.
- This means they can't be president or treasurer of your group.

# Drop Boxes



- Fundraising during school hours can be 'managed' by using a 'drop-box' to collect funds.
- For example: membership, spirit wear orders, cookie dough orders and similar fundraisers forms and money can be collected into an envelope and dropped in a specific place at school where only PTA or PTO can access the box.
- In this case, teachers wouldn't be 'taking in' the money, so no conflict with the law.

# Insurance and Bonding: It is Necessary!

## Fidelity Bond (Required)

- Covers losses sustained through fraudulent/dishonest act committed by elected officers of the organization or other persons authorized to handle funds.
- Amount is determined by your board

## Liability Insurance

- Covers bodily injury, personal injury, advertising injury, property damage
- Generally speaking school district insurance does not cover PTA/PTO events, activities, vendors, etc...

## D&O Insurance

- Provides protection from claims arising out of wrongful acts of officers in policy/decision making that do not fall under liability insurance.

# Miscellaneous Financial Info

## Procedure Manual

- Create a procedure manual for your organization covering:
  - Banking accounts
  - EIN
  - Return check procedures
  - Petty Cash procedures
  - Transition procedures for officers, etc...

## Petty Cash

- It is ok to maintain a small amount of cash in a secure location to make quick purchases.
- This money must be accounted for and all purchases must have a receipt and be approved by 2 officers.
- Balance monthly!
- Do not use for personal purchases!

## Debit/Credit Cards

- **DO NOT HAVE A DEBIT OR CREDIT CARD FOR YOUR ORGANIZATION!!**
- There is no checks and balances aspect with these cards.
- The potential problems involved far outweigh and benefit gained!

# FUNDRAISING

JORDAN HENSON

Chairperson, Madison Co. Schools Parent Organization(MCSPO)

# BIG QUESTION?

How do we fund projects and activities???

Do you have fundraising ideas??

# When Choosing a Fundraiser, Consider This...

- How much money you need to raise?
- How soon do you need the money?
- How much volunteer support do you have?
- How much time do you have to invest?

# When Choosing a Fundraising Company, Consider This...

- Is the company reputable?
- Is the representative responsive to your questions?
- Do you feel comfortable with the contract offered?
- Have you contacted other schools who have used the company?
- Are there hidden costs?  
Shipping? Commission? Prizes?  
Penalties for not reaching goal?

# How to Create a Funding Campaign for Large Capital Project

- **Dream BIG!**
- **Use a template to start your own proposal.**
- **Document the problem with visual aids.**
- **Show photos of what you wish to purchase.**
- **Include a schedule and cost graphs.**
- **Break the project into achievable phases with reasonable deadlines.**
- **Commit to raising a certain part of the cost per phase.**
- **Celebrate when you reach milestones.**
- **Stay positive! Rome wasn't built in a day!**

# SERVANT LEADERSHIP

## Why Am I Doing This?

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

# What does a good leader look like? Name some traits good leaders have!

- Name the best leader you've ever worked with.
- What about them made them a good leader?



**BIG QUESTION?**

**Why are You a Parent  
Leader?**

**What is Your Motivation?**

# Servant Leader-

## How does this fit with serving as a Parent Leader?



### **Leads with Others in Mind**

Decisions should be based on what is best for students and the school.



### **Values Diverse Opinions**

Wants input even if it is critical, but also want suggestions and ideas.



### **Cultivates Trust**

Invites others to be involved and to be leaders. Listens to others.



### **Develops More Leaders**

Isn't afraid of losing power. Encourages new people to help make decisions.



### **Inspires Others to Serve**

Doesn't shirk hard work, will help with the load. Invites others to join in.



### **Acts with Humility**

Expresses gratitude to those who help. Apologizes when makes a mistake.

# EFFECTIVE OPERATIONS

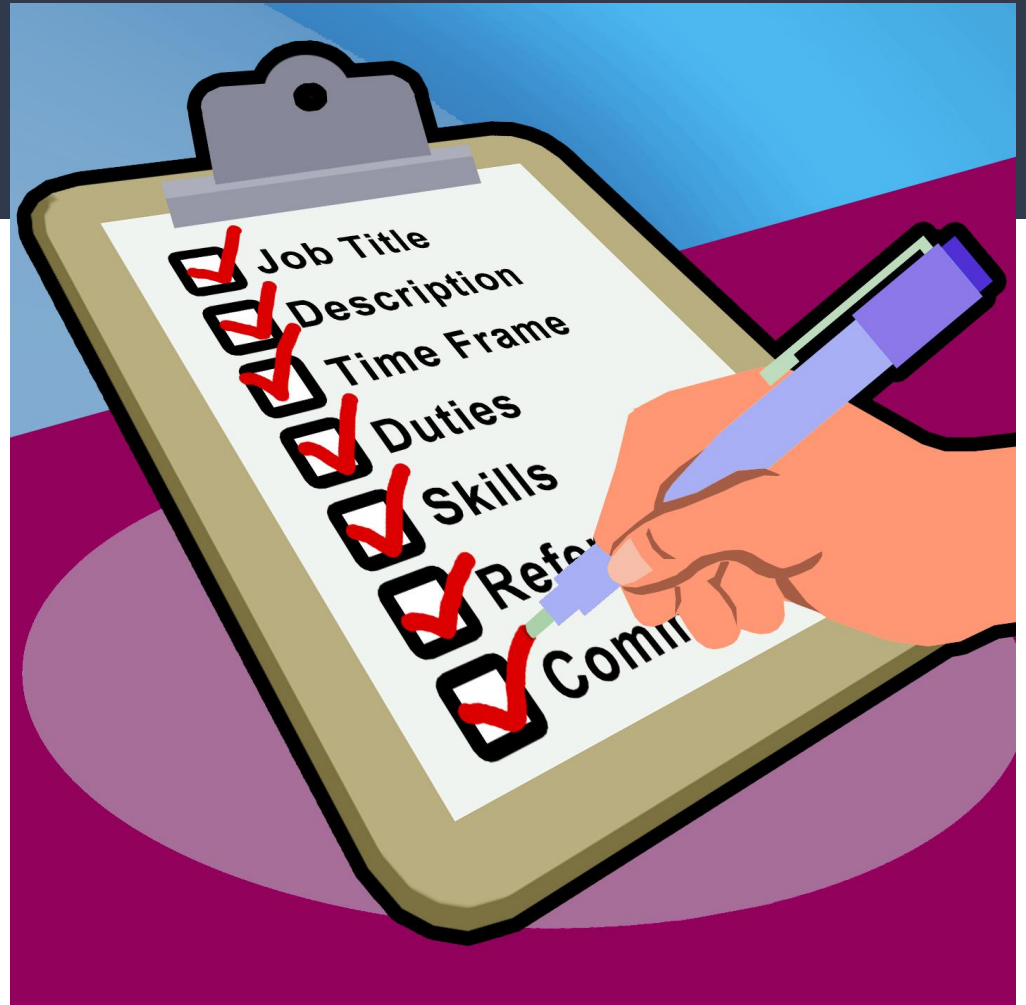
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Community Involvement Coordinator, Madison Co. Schools

# Bylaws Save us from CHAOS!!

- **Guideline for operating your organization**
- **Provides consistency in rules and policies**
- **Ensures efficiency**
- **Lends legitimacy to organization**
- **Protects group from conflict, financial risk, and chaos**
- **REQUIRED for all non-profit groups**
- **UPDATE YOUR BYLAWS every 3 years at a minimum**

# Officer Job Descriptions



# President...



- Retain official records of the organization
- Ensure that financial obligations are met in a timely manner
- Prepare yearly budget with organization officers
- Train new officers, especially new president
- Preside at PTO Board and General Membership meetings
- Serve as primary contact to principal and parents
- Represent your school at meetings of other groups
- Serve as ex-officio member of all committees.

# Vice President...

- **Perform the duties of the president in the event the president is unable to do so and generally assist president**
- **Can have multiple VP's over different areas**
  - **VP of Membership**
  - **VP of Volunteers**

# Secretary...

- **Keep a record of all business conducted by the Board and General Membership of the organization**
- **Publish the minutes of all meetings of the organization**
- **Be responsible for the creation and distribution of updates, newsletters, etc...**

# Treasurer...

THIS IS A LIE...  
TREASURERS  
ARE NEVER  
THIS CALM!!



- **Maintain accurate account of all funds disbursed and received**
- **Make disbursements as authorized by the Board**
- **Ensure that all checks are signed by authorized signatories**
- **Provide Financial Statement at all meetings**

# Other Possible Offices...

- **Parliamentarian- Knows and understands Robert's Rules of Order, ensures that those rules are followed during motions, discussions, votes, etc...; gives opinions on procedure to follow to meet the spirit of the policies set out in the bylaws**

# COMMUNICATIONS

## MCSS and Local Schools

ALETA STENDER

Community Involvement Coordinator, Madison Co. Schools

# BIG QUESTION?

**How do I keep people from saying, “I didn’t know about that meeting” or “I never know what is going on at school”?**

MCSS

# Communications Plan

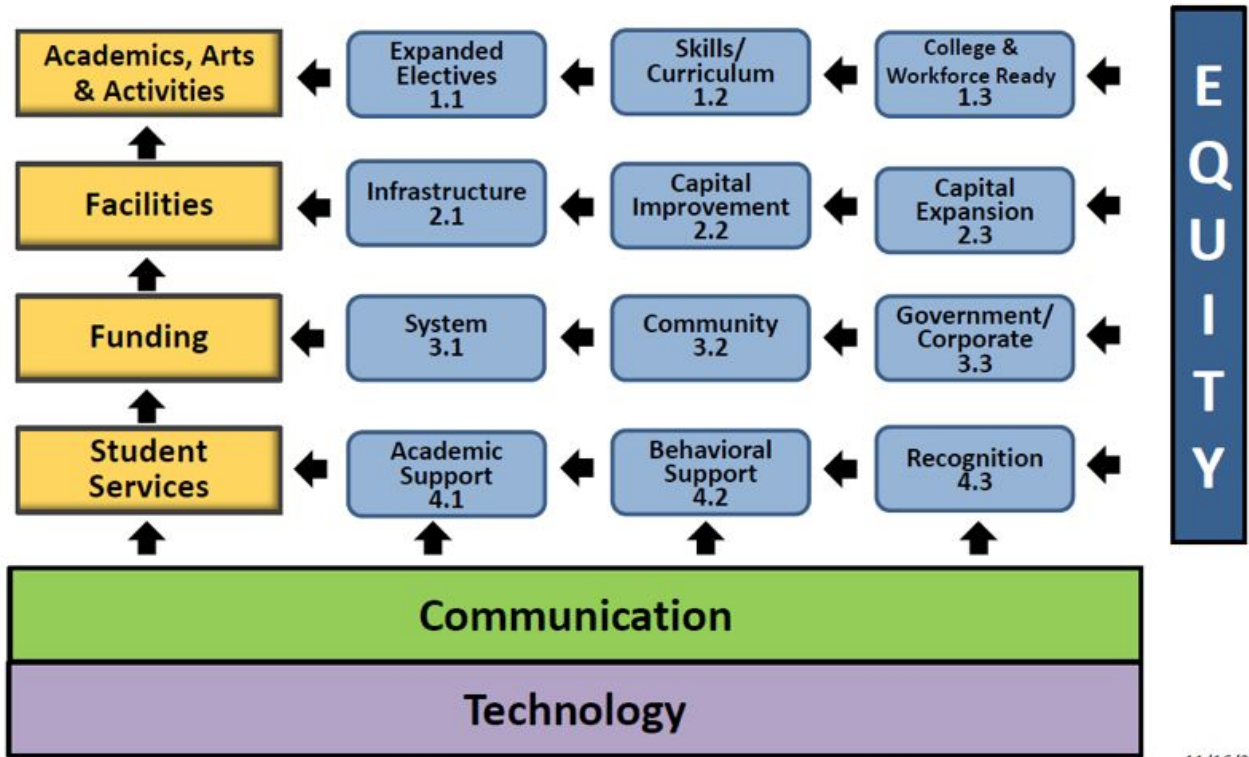
# MCSS Communications Plan

- MCSS Strategic Plan with Communications component
- Communications Department- Currently: Community Involvement, PR, Business Development.
- Communications Plan-
  - Communications Department on Website (also find PTA/PTO info here)
  - Key Communicators in each school
  - [Spotlight- weekly](#)
  - [PR Plan for Social Media](#)



# Madison County Schools Strategic Plan

The mission of the Madison County School System is to create and support high quality public schools that maximize student achievement, expand student opportunities, and prepare graduates for success in a globally competitive world.



# Communication

## Administrators

### Collaboration

Develop a good working relationship with your principal.

Obtain permission for all fundraisers and events you hold on school property.

Don't let disagreements turn into negativity.

## Teachers

### Supportive

Don't make promises.

Stay out of parent/teacher conflicts.

Be equitable in decision making.

Show your gratitude for their assistance to your group.

## Parents

### Communicate OFTEN

Let parents know what your goals are and why.

Be sure people know who you are and how to reach you.

Be welcoming to new people.

# Ways to Communicate

## Find a method that works for you!

### Email

**Create a Google Mail account and collect addresses.**

**Send out weekly emails with important information.**

### Newsletters

**Create a weekly or monthly newsletter and post on social media and send out via email**

### Social Media

**Create a Facebook**

**Create a Twitter**

**Create an Instagram**

**AND USE THEM DAILY!!**

# SMORE Newsletter

**SMORE Newsletters are  
EASY PEASY!**

**SMORE**

# Flyers with CANVA

**Make flyers for social  
media and newsletters**

**[Canva](#)**

# PARENT INVOLVEMENT

Jordan Henson

Chairperson, Madison Co. Schools Parent Organization(MCSPO)

# BIG QUESTION?

**How can we get more parents involved in our school?**

# Parent Involvement



# Parent Involvement

## Offer Variety in Volunteer Opportunities

- In the classroom
- At home help
- Special occasion volunteer
- Running errands
- Special talent or skill
- Fundraising volunteer
- Start a grandparents volunteer club or a dad

# Parent Involvement

- Hold meetings on varied days and times
- Hold meetings away from school for variety and convenience
- Offer babysitting or movie night for kids
- Invite grandparents to attend meetings and pass along information to working parents
- Join a club or event for a meeting- cub scouts, music club, art night
- Have guest speakers with interesting and timely topics
- Start a 'coffee with the principal' or 'lunch and learn' event for parents. The smaller size is good interaction time.
- YOUR SUGGESTIONS???

# Keep Them Coming

- **Parents don't have time to waste. Be specific about the task and time involved when asking for help.**
- **Don't let parents get stuck for a longer time period than they committed to.**
- **Make sure parents have clear instructions about the task they are volunteering for.**
- **Be inclusive!**
- **Be welcoming!**
- **Pair a new volunteer with a veteran who can introduce them to people at school and teach them the ropes.**
- **Make sure that there is some FUN involved in volunteering!**
- **Show your gratitude!**
- **Be vocal about what your PTA/PTO group does!**

BIG QUESTION?

Q & A

**Open Discussion**