



# NOMINATIONS AND LEADERSHIP RECRUITMENT TOOLKIT

This toolkit is to provide helpful tips and ideas for local unit leaders during the annual nomination and elections process. These ideas have been brought forth by PTA members and other community members and hopefully they can help to recruit new PTA leaders!

## Recruiting Ideas for Elementary School PTA Units

- Consult your principal for volunteer references or parents that may be willing to step up into volunteer roles (i.e WatchDogs and/or other parent groups)
- At events, use sign up sheets to approach volunteers that may have volunteered or brought in items over the course of the year that may be willing to take a PTA leadership position.
- Advertise open board positions at events such as kindergarten registration and parent breakfast/coffee events to encourage new parents to take a PTA leadership position
- Approach art, PE department, librarians, etc. that may have ideas for volunteers that may have helped out at events such as book fairs, art and science fairs, etc.
- Perhaps give flyers to a Pre-K program nearby to advertise for feeder families that may be registering for kindergarten!

## Recruiting Ideas for Middle and High Schools PTA/PTSA Units

- Consult your principal for volunteer references or parents that may be willing to step up into volunteer roles. (i.e WatchDogs and/or other parent groups)
- Approach feeder elementary schools and encourage them to advertise open positions to school families. You can also approach those in current board positions at elementary schools to see if they would be willing take an equal position on a middle school executive board. If you do not know their board, look them up on their website or contact the school or us at Council PTA to make the connection!
- Have feeder middle and high principals reach out to elementary school principals to see if they have recommendations for parent volunteers for PTA leadership
- Have a PTA table at middle school welcome events for new student events and rising 6<sup>th</sup> and 9<sup>th</sup> grade students to welcome new parents and encourage them to take a board or committee chair position
- High schools-get students engaged! Consider a student committee chair on your board. \*note those under 18 cannot hold elected positions.\*
- **Remember when making the direct ask to volunteers: A “maybe” is not a “no”! You may wish to approach these volunteers in the future to see if the timing or life situation may be better for them to take on a PTA leadership position.**
- **No experience is needed! Related experience is a plus, but PTA is for everyone and a learning experience!**

## Helpful Links

[Nominations Guidance \(Virginia PTA\)](#)

[Ways to use Givebacks for Officers Transitions](#)

**WE LOVE OUR PTA LEADERS AND VOLUNTEERS!**



## Use Social Media & Online Resources!

- Advertise open PTA board positions on your PTA's Facebook, X, Instagram, etc and tag your school's social media pages and add to school website to encourage interest
- Consult your social media platforms to see who may engage/comment on your platforms and reach out to them to see if they may be willing to take a PTA leadership position.
- Use Givebacks to send eye catching newsletters and engaging emailers to your members about open board positions.
- Use electronic forms like Google Forms to ask questions and gauge experience of potential board nominees.
- Advertise your slate of executive board nominees via social media and/or newsletter. After the election, congratulate your elected officers and committee chairs. Once the new school year begins-, introduce your officers via social media to your school community and the experience they bring!
- **\*\*Givebacks Tip\*\***-Officers for the next PTA year (i.e 2024-2025) and memberships for the next PTA year (July 1-June 30<sup>th</sup> ) can be added in Givebacks beginning March 1<sup>st</sup> annually. **\*\* However, you cannot pay memberships for these members in Givebacks until July 1<sup>st</sup>.**

## Helpful Annual Election Tips

- **Elected officers of the PTA/PTSA are President, Treasurer, Secretary and any Vice Presidents.**
- The terms for each elected officer positions is determined by your [Organizational Structure Form](#). Outgoing officers-be sure to leave detailed information on those that still have remaining time on their term and when for the incoming board members in your PTA binder or electronic PTA record.
- The nominating committee's role (at least 3 members or odd number) is to prepare the slate of officers and choose nominees for each open elected position.
- If you do not have a nominee for the position prior to the election date, you can advertise the entire slate and input "vacant" for the particular position. Any additional interested candidates can "run from the floor" at the time of your election at your general membership meeting. Someone that wishes to run against a slated candidate would also be considered "running from the floor"
- If you get to the end of the PTA year with no candidate for an elected position, you can continue searching for candidates over the summer and elect them at the first general membership meeting of the school year.
- You must advertise your slate at least 30 days prior to the election (election can be either in person or virtually).
- **Consult the [Virginia PTA Nominations Guidance](#) for more information on nomination and elections process and script to use during elections.**
- A newly elected PTA Officer that is not currently a PTA/PTSA member can join the local PTA unit for the next school year and their membership dues would be *paid* starting July 1<sup>st</sup>. PTA fiscal year runs July 1-June 30<sup>th</sup>.

## Other Helpful Links

**Social Media Guidance  
(Virginia PTA)**

**Fiduciary Duty of PTA Officers  
(National PTA)**

**Virginia PTA Recruiting &  
Nominations Webinar Recording**

## CREATIVE WAYS OUR UNITS ARE ADVERTISING LEADERSHIP POSITIONS!



PTA NEWS  March 2024

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**2024-25 OPEN PTA BOARD POSITIONS**

President  
Vice President  
Secretary

**OPEN PTA BOARD POSITIONS**

The PTA has 3 board positions (President, Vice President, and Secretary) open for the 2024-25 school year. If you are interested or would like to nominate a PTA member for these roles, please email [coldharborpta@gmail.com](mailto:coldharborpta@gmail.com) by March 31st. The nominating committee will review all candidates and there will be a PTA membership vote at our final general PTA meeting on April 30th. Note, nominees must be a current PTA member. Each position is a maximum 2 year term.

## What happens if a vacancy in an elected position occurs during the year?

### In summary (consult bylaws for more information)

- a vacancy occurring in any office except that of president shall be filled for the unexpired term by a person elected by a majority vote of the executive board within sixty (60) days.
- If the vacancy is the president position, the first VP should take on presidential duties for the remainder of the term.
- Alternatively, the board may choose to have the general membership elect an individual to fill the vacancy for the unexpired term

## The Fiduciary Duty of PTA Officers

- [Fiduciary Responsibility](#)  
(Source: National PTA)

Board leadership is a commitment. Board members are stewards of their association and hold a public trust to work together as a single legal entity—the board of directors—to conduct PTA’s business between general membership meetings. Boards can delegate authority to staff or committees to get work done, but boards are ultimately responsible for the actions of their association. Why are boards important?

- They are required by law to ensure PTA carries out its mission.
  - They hold a position of trust and have “fiduciary” responsibilities to their members.
  - They are given power to run the association by the membership via bylaws and elections.
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- Boards of directors are ultimately responsible for the viability, credibility, and effectiveness of their PTA.

**\*\*When considering candidates for open positions on your board, remember that PTA Board Leadership volunteerism comes with great responsibility and care regarding the voting members and school community that it serves \*\***

## National PTA Membership/Recruitment Graphics “Reasons You Belong” ([See more here](#))

# YOU BELONG IN PTA

UNITE SPEAK ADVOCATE CHAMPION CONNECT INVEST

# USTED PERTENECE A PTA

UNIFIQUE HABLE ABOGUE DEFIENDA CONECTE INVIERTA

**PTA**  
every child, one voice™

## YOU BELONG IN PTA

Our PTA Amplifies Your Voice.  
Join our PTA to...

- Have a voice in decisions that affect you and your family
- Find a community of advocates who share your interests and concerns
- Create positive change in our school, community and nation

**PTA**  
cada familia, una voz™

## USTED PERTENECE A PTA

PTA Amplifica Su Voz.  
Únase a nuestra PTA para...

- Tener voz en las decisiones que le afectan a usted y su familia
- Encontrar una comunidad de intercesores que comparten sus preocupaciones e intereses
- Create positive change in our school, community and nation