

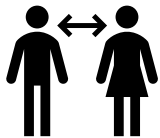


## HANOVER COUNTY COUNCIL OF PTAs/PTSA VIRTUAL FAMILY ENGAGEMENT TOOLKIT

Dear Hanover County PTA/PTSA Local Units-

We have seen and heard your concerns regarding the need to assist and connect Hanover OWL families. We know that the start of the year has been in many ways overwhelming to adjust a new way to learn and connect virtually.

To ensure our advocacy efforts with Hanover County to connect with local units and encourage PTA membership, we have prepared the following family PTA engagement ideas that can assist your local unit PTA! We have included our own ideas as well as National/Virginia PTA ideas included in the Fall Back to Basics packet.



### VIRTUAL/SOCIALLY DISTANCE PROGRAM IDEAS



#### Host an Drive-In PTA movie night

Both in person and online families to attend. Use this as a fundraiser or just a fun event. Can create snack bags to sell or encourage families to support a local business and pick up a local meal deal before they come!



Host a virtual School Pep Rally to connect families to see their friends and teachers!



Have students from your home school "Adopt" a virtual class or send notes/letters to OWL families! (Pen pals)



Host a virtual Game Night (Family Feud, Jeopardy, etc)!



Send notes/gifts to virtual teachers/staff!



Host Drive Thru Events or Parades to Have Students see Home School Teachers!



Host a virtual/Zoom art night/Reflections Gallery/Writing Workshop to showcase student Reflections entries and how students be proud of their work!




Start a fundraiser that benefits both in person and virtual students and that both can participate in!




**THE PTA WAY: ENCOURAGE PARTICIPATION IN ALL YOUR EVENTS TO INCLUDE BOTH In Person and Virtual Families!**




## VIRTUAL SOCIAL MEDIA/WEBSITE IDEAS


 Hold a school spirit week and also include OWL students by posting pictures on Facebook, Instagram, Twitter, etc.


 Promote positivity by posting uplifting messages on website/social media and uplifting all teachers and students to "bring in back home" to your home school

 Create a newsletter/website link that all people can find your PTA information and meeting dates/events for OWL weekly update

 Encourage virtual families to support everyday causes like Amazon Smile, Kroger Rewards, Box Tops for Education, as well as the new Memberhub Givebacks program. They can support your organization each day by doing this!

 Encourage the use of Facebook or other social media to connect with families about events and encourage unit membership. **Be conscious of verbage that you use on Facebook/social media/website to include BOTH Face to Face and OWL families/teachers,etc.**


 Encourage virtual families to join your PTA and help meet membership challenges. Offer raffle or coupons to families who join your PTA virtually. Have a virtual liaison that can facilitate OWL family communication


 Support and build diversity, equity and inclusion within your membership. Encourage community members to join your LU



## USE MEMBERHUB TOOLS TO ENGAGE!

 Use Memberhub to promote online memberships. EASY!


 Create a Memberhub website that all people can find your PTA information and meeting dates/events  
<https://bit.ly/3IE9mQ8>

 Sign up for Memberhub Meeting by Working Live for meetings/events!  
<https://bit.ly/2T0thwj>

This links directly to your current Zoom account and can connect up to 500 people on a meeting. Perfect for larger schools for meetings and pep rallies!

 Use Memberhub Fundraisers to set up easier fundraisers, walk a thons, raffles etc. <https://bit.ly/3k7Ci2T>

 Use Memberhub Givebacks so you and community businesses can mutually benefit! <https://bit.ly/31dJfYC>

 Add a public site joins page to your Memberhub website (people do not have to be members, but can see what is going on/calendar items) <https://bit.ly/34lk3kO>

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Hanover County Council

**PTA**<sup>®</sup>

everychild.one voice.<sup>®</sup>

Website: [www.hanoverccpta.org](http://www.hanoverccpta.org)

# **National and Virginia PTA Virtual Ideas**

National PTA Virtual Program Ideas: <http://onevoice.pta.org/ways-to-make-your-pta-virtual/>

Virginia PTA Suggestions on Virtual Family Engagement: **"Fall Back to Basics"**

- Webinars for parents on mental health issues, guidance on virtual learning, race and inequality, digital safety
- Virtual cultural activities and panels
- Holding an online art contest
- Showcasing a virtual spirit week (families can post pictures on Facebook/Twitter/Instagram)
- Organizing an online read-a-thon
- Weekly math challenges but do it through the website or Facebook page
- Family 'Chalk Your Walk'. Draw or write encouraging messages on your driveway or sidewalk with chalk. Then take a walk, look for other prints and messages written by your neighbor
- Family cooking video. Ask families to make a cooking show style video on how to make their favorite dish and share the recipe
- Invite an author of a book with BIPOC character(s) or characters with diverse ability or from diverse family structures for a virtual reading event. If they agree to it, ask them to stay and discuss the thought process in writing that particular story or have a Q&A with kids who attend the event
- Implement PTA Connected resources and programs
- Create a Student Blogging initiative. Blogging is an excellent way to support literacy across disciplines in both face-to-face and virtual settings. Let's keep our students engaged in writing. Visit CAMPUSPRESS for ideas
- Create a weeklong event that gives students a daily creative challenge
- Reaching out to school staff to post fun, short bios about staff members

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