



# PTA Tech Toolkit

Gathering the tools needed for  
leaders to engage effectively with  
members & their community

## **Every Child. One Voice.**

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

# Items to Cover

- TechSoup.org
- G-Suite for NonProfits
- PTA Logo Customization
- Online Accounting Platforms
- Online Signups
- Doodle
- Zoom Conferencing
- BAND App
- PS or other District Tools
- Social Media
  - Facebook Page/Group
  - Instagram
  - Finding Royalty-free Images
  - Buffer
  - Canva
- Online Fundraising
  - 32auctions.com
  - RaiseRight
  - Givebacks
- Leadership Development
  - Thrive (National PTA)
  - NYS Webinars & Pin Award

Some Slide Content Provided by:  
Naomi Frierson, Florida PTA Membership Chair  
2019 National PTA Convention

# techsoup

- TechSoup currently reaches more than 900,000 nonprofit organizations in 236 countries and territories. Through TechSoup, you can save 80 to 90 percent on overhead IT costs. After 501(c)(3) organizations register, they may be eligible for software and service donations and discounts that include Microsoft, Intuit, Symantec, DocuSign, Box, Adobe, and IT Assist.
- PTA units should register using their formal name (ie. PTA NEW YORK CONGRESS (07-xxx) Unit Name) and Tax ID number. Once approved by TechSoup.org, units can then choose which programs they would like to apply for. Some services, like Google's G-Suite for NonProfits, may make it advisable for units have a web domain to take advantage of email and other like services.
- All services/products obtained through this method are solely the property of your PTA unit.

## techsoup

- Google for Nonprofits - free
- Intuit Quickbooks Online Plus, 1-Year Subscription, 5 users - \$80 Admin Fee
- Intuit Quickbooks Online Advanced, 1-Year Subscription, 25 users- \$170 Admin Fee

# Google for nonprofits

## Program benefits

Google for Nonprofits offers eligible organizations access to Google products and tools that can help nonprofits find new donors and volunteers, work more efficiently, and get supporters to take action.

## G Suite for Nonprofits

Enable your teams to collaborate, iterate, and innovate together, from anywhere, in real time, with our cloud-based productivity suite.

- Stay in touch with volunteers, supporters, and your community with unlimited email addresses at your custom domain via Gmail.
- Keep everyone on the same page with Google Docs – create and edit grant proposals, meeting agendas, and more in real time from anywhere.
- Keep schedules organized and appointments updated with Google Calendar.
- Make sure everyone stays connected with Google (Video) Meets that host up to 100 participants.
- Access your Google Docs, Sheets, Forms, and Slides from any device, any time with 30GB of storage space per user across Gmail and Google Drive.
- Get 24/7 support by phone, chat, and email in case you have any questions along the way.

## Google for nonprofits

- Request a Google for Nonprofits account
- Go to [Google Workspace for Nonprofits](#).
- In the top right, click Get started.
- Follow the steps.
- All organizations must be verified as a nonprofit organization by [TechSoup](#) or the local TechSoup partner. You'll receive an email from TechSoup to confirm your email address and they may request additional information to verify your organization.
- Most requests will be reviewed in 2-14 business days. After your organization has been verified, you can activate the [Google products available in your organization's country](#)
- Activating G Suite for Nonprofits
- [Learn how to activate Google Workspace for Nonprofits](#).
- Important: When you sign up for G Suite, you'll receive a trial version. You must complete these steps to upgrade to G Suite for Nonprofits.
- [Sign up for Google Workspace for Nonprofits trial account](#)
- [Verify your Google Workspace domain](#)
- Go to [Google Workspace for Nonprofits](#) and sign in with your administrative account.
- Click Activate products under your organization's name.
- Under "G Suite for Nonprofits," click Activate. Follow the steps and submit your domain.
- Google will review your request in 3 business days to make sure your G Suite

## Google™ for nonprofits



Gmail



Drive



Calendar



Translate



Docs



Sheets



Slides



Forms

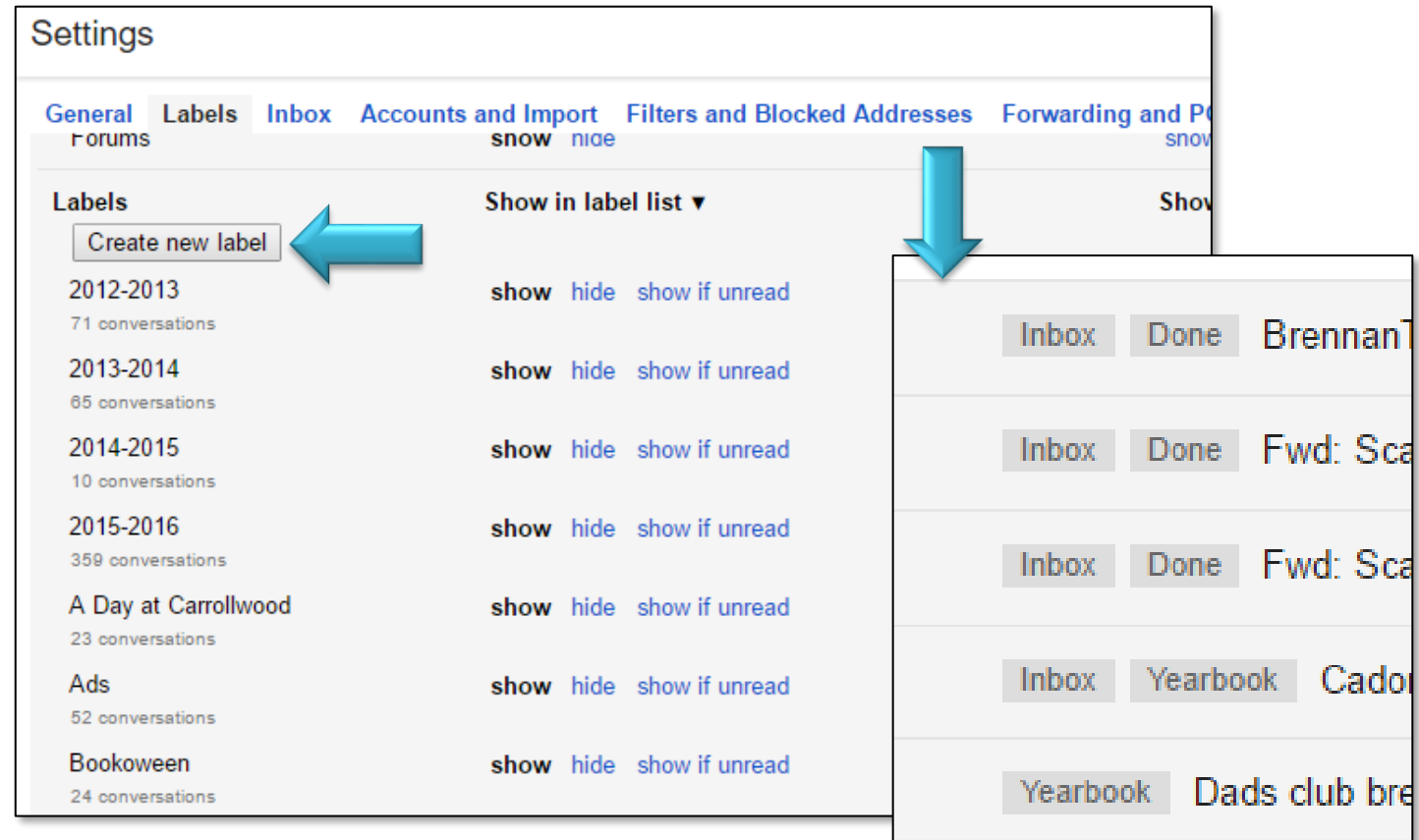




- ❖ Using without domain
  - ❖ If your unit doesn't have the resources to purchase its own domain (web address), you can set up a free Gmail account to make PTA email transferrable to the next board.
  - ❖ Some units have a single address (i.e. mypta@gmail.com).
  - ❖ Multiple Gmail accounts CANNOT be accessed in a single inbox, therefore, account details for each address must be passed on annually.
- ❖ Using with domain (req'd for Google for nonprofits)
  - ❖ Create domain with Google Domains (most are \$16/year)
  - ❖ Decide if accounts will be position@domain.org or person@domain.org
  - ❖ Can set up alias (i.e. treasurer@domain.org) if decide to have accounts be person-based.
  - ❖ Can also setup group email (i.e. board@domain.org) to automatically go to multiple people

# Keep Your Inbox Neat & Tidy

- Gmail's robust sorting tools makes managing multiple accounts a breeze.
- Choose to automatically or manually sort incoming messages.
- Individual conversations can be assigned multiple labels which can be color coded.
- Labels can be accessed just like folders to see all emails that are tagged.





## DRIVE – “Digital PTA Binders”

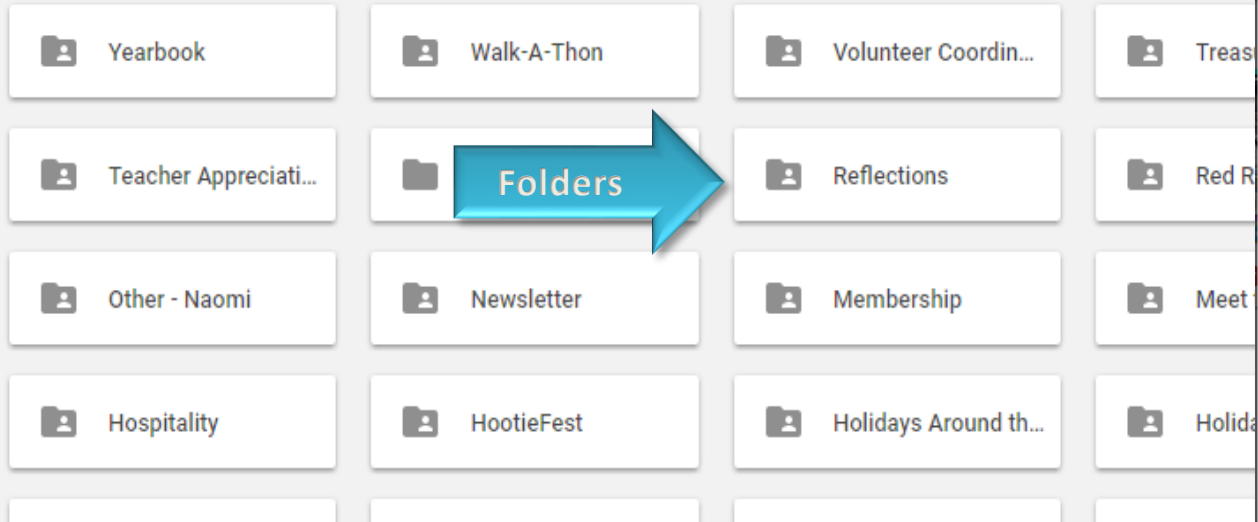


- ❖ DRIVE will revolutionize the PTA binder. It takes “not reinventing the wheel” to a new level by allowing digital files to carry over easy from year to year.
- ❖ Create folders for each committee, event, or other need.
  - ❖ Use these folders to store logos, images, Plan of Work, copies of flyers, vendor quotes, debrief notes, etc.
  - ❖ Each successor has their work cut down exponentially by having quick and easy access to previous years’ efforts.
- ❖ Choose to provide total account access to all board members, link-based access, or share folders on an individual basis. No Google account required!
- ❖ Google for Non-Profits includes a Shared Drive that is automatically shared with all users in your domain (great for past year materials) \*Shared Drive files CANNOT be shared with outside users

# DRIVE – “Digital PTA Binders”

My Drive ▾

Folders



Sharing settings









Link

Link to share (only accessible by collaborators)

<https://drive.google.com/drive/folders/0Byd7n0mHHKCTflkyck1iMm41T2JkNWM5SIZ>

Share link via:    

Who has access

people can access		Change...
	Hootie Owl (you) cesspecialaccts@...	Is owner
	alenamcglone@aol.com	 
	Naomi Frierson nsfrierson@gmail.com	 
Invite people:		
Enter names or email addresses...		

Owner settings [Learn more](#)

☐ Prevent editors from changing access and adding new people

Done

# CALENDAR

- ❖ Color code events for school, PTA, events, etc.
- ❖ Calendar can be shared publicly and added to anyone's Google calendar. Changes you make update everyone's calendar live.
- ❖ Live calendar can be embedded on your webpage or linked to Facebook page.
- ❖ Printable version is available, and events can be filtered as needed.

# EMBEDDING & SUBSCRIBING LIVE CALENDARS

ORANGE GROVE MIDDLE MAGNET  
SCHOOL OF THE ARTS  
**PTSA**

Membership Reflections Spirit Gear Sponsors Board Contact Us

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Orange Grove PTSA

Today May 2019

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 In Focus - Month of the Minority Child In Focus - National Asian American Heritage Month	29 In Focus - National Asian American Heritage Month	30 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month Send Dues to FPTA	May 1 In Focus - National Foster Care Month	2 In Focus - National Foster Care Month	3	4
5 In Focus - National Foster Care Month	6 In Focus - National Foster Care Month	7 In Focus - National Foster Care Month	8 In Focus - National Foster Care Month	9 In Focus - National Foster Care Month	10 In Focus - National Foster Care Month	11 In Focus - National Foster Care Month
12 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month Mother's Day	13 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	14 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	15 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	16 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	17 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	18 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month
19 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	20 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	21 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	22 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	23 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	24 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	25 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month
26 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	27 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month No School - Memorial Day Memorial Day	28 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	29 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month	30 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month Last Day of School - Dis	31 In Focus - Asian-Pacific American Heritage Month In Focus - National Foster Care Month Last Day of School - Dis	1 In Focus - Rural Child Month Send Dues to FPTA School of Excellence

Google Calendar

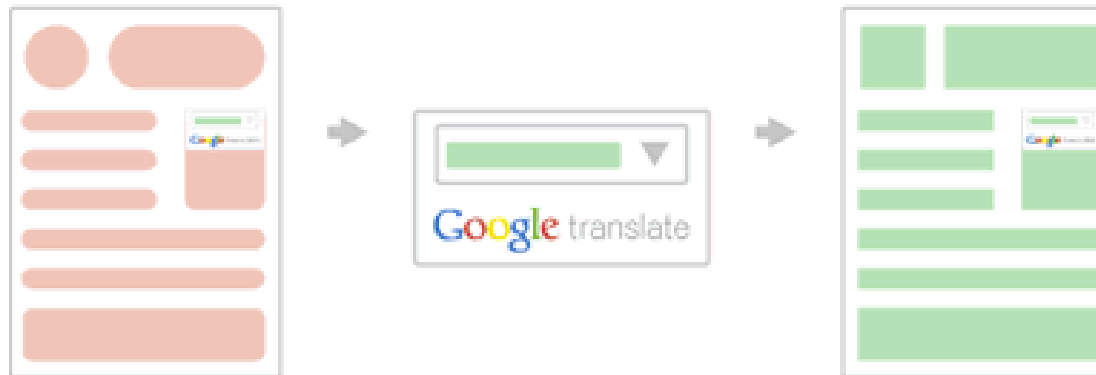
Embedded on Website

Click to subscribe

# TRANSLATE YOUR WEBSITE

Make your website instantly available in 100+ languages

Add the power of Google Translate's automatic translations to your website! The free Website



# TRANSLATE SPECIFIC TEXT

Translate

Turn off instant translation

EnglishSpanishFrenchEnglish - detected

↔EnglishSpanishArabic

Translate

I love PTA!

11/5000

¡Amo PTA!

☆📄🔊🔗Suggest an edit

Google Translate for Business: [Translator Toolkit](#) [Website Translator](#)



# DOCS, SHEETS & SLIDES



- ❖ Replaces Microsoft Word, Excel & PowerPoint.
- ❖ Provides basic functionality, but not as robust as Microsoft products.



- ❖ Editable directly in Drive, no need to download a copy.



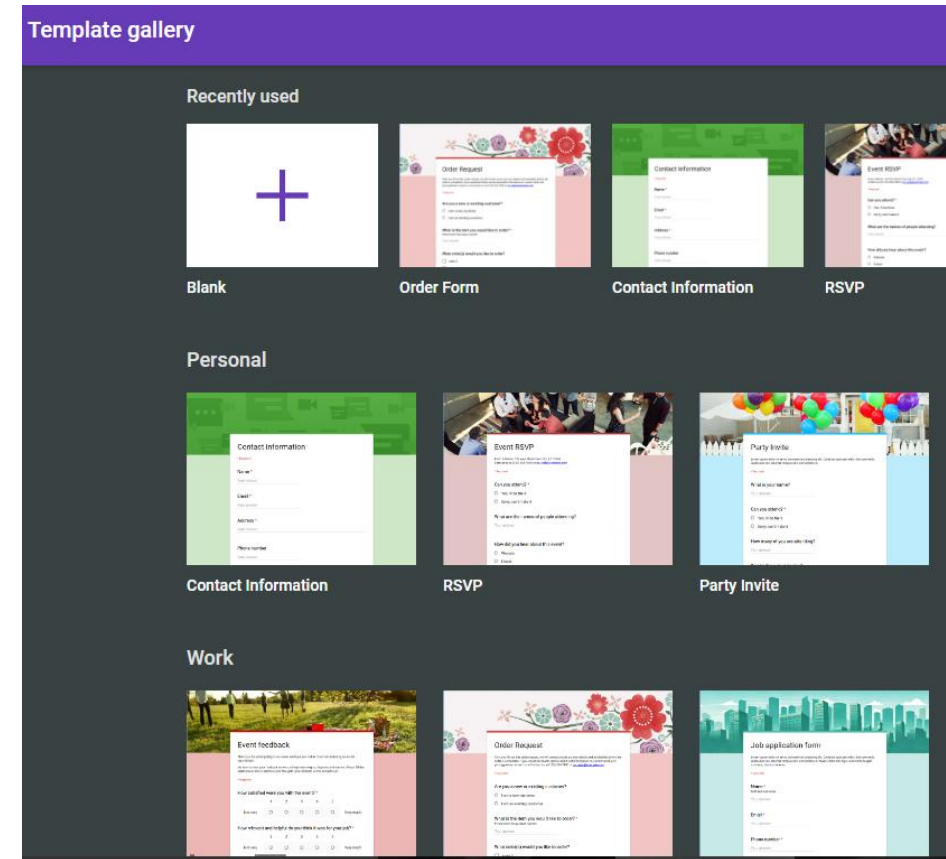
- ❖ Edits are visible in real time to collaborators.
- ❖ Files created in Microsoft can be converted to Google files to take advantage of editing capabilities.

# Google FORMS




Create:

- Surveys
- Self-grading quizzes
- Event registrations
- Collect contact info
- Informal voting
- Sign ups
- Purchase/Reimbursement requests
- Much, much more!




# USING FORMS

A blue arrow pointing right with the word "Results" in white text.

Results are available visually or automatically in a spreadsheet.

H	I	J	K
What date were your	What date were your	When were your byls	When were your tax
9/7/2018	1/15/2019	1/10/2017	10/8/2016
9/3/2018	9/17/2018	6/29/2018	9/5/2016
9/7/2018			

A blue arrow pointing right with the text "Embedded Form" in white.

ORANGE GROVE MIDDLE SCHOOL  
P.T.S.A.

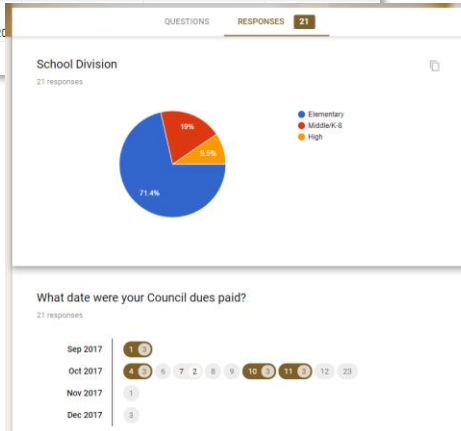
Membership Reflections Spirit Gear Sponsors Board Contact Us

## Staff Requests

We know that doing special things for our school and our students can be challenging, and we want to help where we can. To streamline the process, please complete the form, taking note of the information below. PTSA will evaluate the request and our ability to assist.

1. After completing a request, please email [president@orangegroveptsa.org](mailto:president@orangegroveptsa.org) to ensure your request is received in a timely fashion.
2. Completing a request form does not guarantee that we will be able to help. Our resources are limited.
3. We need as much notice as possible of your need. Many of our partners have donation budgets, and the sooner we ask, the greater the chance of success.
4. Please be VERY SPECIFIC as to what you are asking for.
5. We will notify you via the email you enter on the form if we are able to help, and specifically

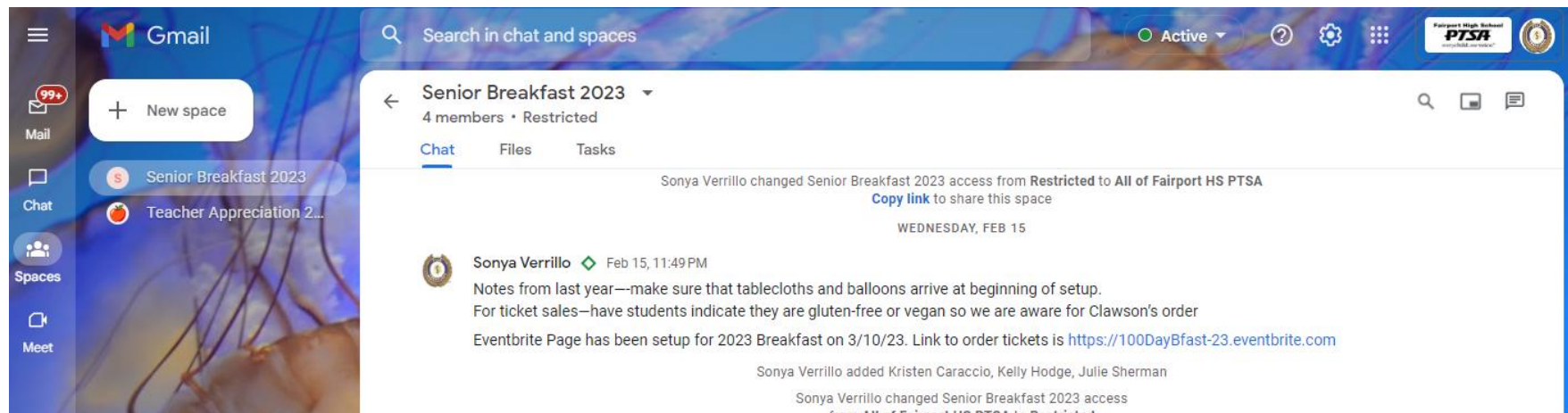
Embed forms on your website for easy access



# Google SPACES

Found within Gmail or the Google Chat app on your mobile device

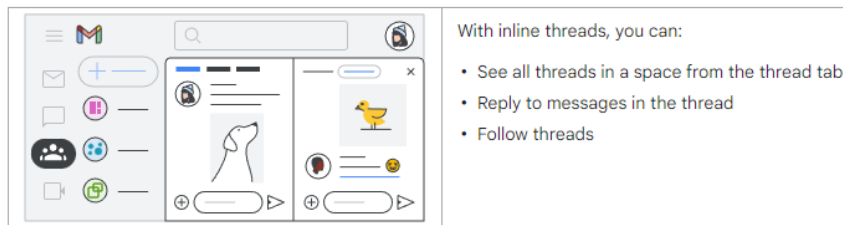
- Similar to a previously recommended tool - SLACK
- Use Spaces in Google Workspace to get everyone in the same place to discuss a topic or team project
- spaces can be managed by an admin or the creator of the space
- Members can follow conversation threads, collaborate on documents, and arrange for meetings all in the space



# Google SPACES

## Stay on task with inline threads

Aside from the main conversation in a space, messages can contain sub-conversations called threads. Threads are useful for when conversations go off topic or require in-depth discussion.

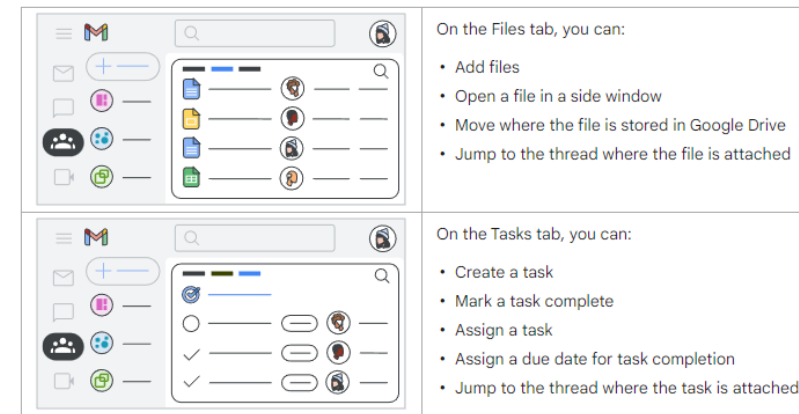


### Thread best practices:

- Keep inline threads on topic. If there are multiple conversations, consider creating a new thread.
- Invite other users to contribute or review information that affects them.
- Quickly review a space's rules and guidelines.

## Organize files and tasks with spaces

Use spaces to organize and collaborate on projects that use Google Workspace tools, such as Google Docs, Calendar, and Meet. The Files and Tasks tabs are at the top of the space window.



Get more info at

<https://support.google.com/a/users/answer/11219858>

# PTA Logo

PTA has established guidelines for the proper use of the PTA name, logos, and tagline (*everychild.onevoice.*) When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from the competition.

The success of our PTA brand identity system depends on all PTAs' adherence to the established guidelines. The following guidelines are provided to establish a uniform, effective system for PTAs to use in order to maintain a consistent, visual style and brand identity for all PTA-produced materials.

- [National PTA - PTA Branding and Web Guidelines - Run Your PTA](#)
- [Customize Your PTA Logo \(PPT\)](#)
- [Customize Your PTA Logo \(Word\)](#)



# ONLINE ACCOUNTING PLATFORMS



myptez.com

- Designed to be used by parent groups
- Sliding scale pricing (depending on Gross Revenue) starts at \$99/yr.
- Integrated Online Store available for additional charge
- 45 Day Free Trial



moneyminder.com

- Designed for nonprofit groups
- Pro Version that includes bookkeeping is \$299/yr
- Online Bank Integration, MoneyMinder Store available for additional charge
- 30 Day Free Trial



Quickbooks.intuit.com






- General accounting platform
- Discounted pricing available through TechSoup.org
- Mobile app Available
- OnlinePlus is \$80/yr for 5 users via TechSoup.org
- Online Advanced is \$170/yr for 25 users via Techsoup.org


# VOLUNTEER SIGN-UPS



Pro Tip: Use a generic email address (as organizer) so that signups can be easily copied from year-to-year






## 8th Grade Awards Night Reception

Thu Jun 13, 2019





















Help us to provide a great reception for those attending the 8th Grade Awards Night. We appreciate your donations!

Share this Invite

☐ Hide Past Spots
 ☐ Hide Full Spots
 ☐ Show My Spots

 Thu Jun 13, 2019

16 of 31 Filled

SPOT	TIME	FILLED	PARTICIPANTS	
<a href="#">2 Large Packages of Cookies</a> Award Donations can be drop...		5 of 6	 (0)     + 1	PAST
<a href="#">8 oz Water Bottles - case of 24</a> Award Donations can be drop...		4 of 8	 (0)   	PAST
<a href="#">Bag of Wrapped Candy</a> Award Donations can be drop...		2 of 2	 (0) 	PAST
<a href="#">Box Individually Wrapped Pretzels</a> Award Donations can be drop...		0 of 3	 (0)	PAST
<a href="#">Large Bag of Grapes</a> Award Donations can be drop...		1 of 3	 (0) 	PAST
<a href="#">Large Package of Brownies</a> Award Donations can be drop...		3 of 5	 (0)   	PAST
<a href="#">Reception Set-up</a> Thank you for volunteering to...	6:30pm – 7:00pm	1 of 2	 (0) 	PAST



- Group Poll – propose times for participants to gather
  - No more “reply all” emails!
  - Once everyone has participated, owner can select final date/time and finalize
- Booking Page
  - Helpful if you need to have people schedule meetings with 1 person (ie Interviews)
- Free and Pro Versions available



### Group poll

Propose times for participants and gather their preferences

Useful for webinars, classes, workshops, meetings with external clients, etc.



### Booking Page

Set up an open availability for people to schedule directly on your calendar

Useful for sharing your open availability. Add the link to your email signature or share in a message.

# zoom

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## Video Conferencing

- ❖ Zoom.us
- ❖ Video Conferencing via computer, tablet, mobile device or traditional phone (voice only)
- ❖ Ability to Share Screen
- ❖ Ability to Record Meeting
- ❖ Webinar Capability (addt'l fee)



# zoom

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## Video Conferencing

- Basic (Free Plan)
  - Host up to 100 participants
  - Unlimited 1 to 1 meetings
  - 40 mins limit on group meetings
  - Unlimited number of meetings
  - Online support
- Pro Plan (Each Host-\$15.99/mo or \$159.96/yr)
  - All Basic Features
  - Unlimited meetings for up to 100 participants
  - Meeting duration limit is 30 hours
  - User management
  - Admin feature controls
  - Custom Personal Meeting ID
  - 1GB of MP4 or M4A cloud recording

# zoom

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## Video Conferencing

- Important Account Settings
  - Enable Waiting Room
    - Set default for everyone to go to Waiting Room
    - Customize Waiting Room text
  - Disable Allow Participants to Join before Host
  - Disable Use PMI when scheduling a meeting
  - Enable Auto Saving Chats
  - Enable Co-hosts
  - Screen Sharing for Hosts only (also applies to co-hosts)
  - Enable Non-verbal feedback
  - Enable Meeting Reactions
  - Enable Breakout Rooms

# zoom

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## Video Conferencing

- When Promoting/Conducting Meetings
  - Create a new Meeting ID for each meeting – don't reuse codes
  - DO NOT post link on social media – send only via email or other secure platform to school community (give them email or google form to register)
  - Consider using Zoom Registration feature with Auto Approval turned OFF the day of the event.
    - Resend Confirmation Emails at least 30 minutes prior to event.
    - Attendees can only participate by using the unique link emailed to them
  - Be sure to open the meeting space at least 15 minutes prior to the start of the event – it's like unlocking the door and turning on the lights!
  - Have a welcome slide with music (camera/mic turned off) or greet people personally as they come in
  - Have Secretary or other designated person to admin people from waiting room (important when recording attendance or verifying members)

# zoom

## Video Conferencing

### Edit "My Meeting"

Topic:

When:

Duration:  hr  min

Time Zone:

☐ Recurring meeting

Registration: ☒ Required

Host Video: ☒ on ☐ off

Participants Video: ☒ on ☐ off

After scheduling the meeting, the **Registration** and **Branding** tabs will appear.

Registration   Email Settings   Branding   Poll   Live Streaming

Manage Registrants   Registrants: 0

Registration Options   Automatically Approved

- × Send an email to host
- × Close registration after meeting date
- ✓ Allow registrants to join from multiple devices
- ✓ Show social share buttons on registration page

### Setting Up Registration

Registration   Email Settings   Branding   Poll   Live Streaming

Email Contact: Sonya Verrillo, [sonyaverrillo@gmail.com](mailto:sonyaverrillo@gmail.com)

Confirmation Email to Registrants: Send upon registration   [Send me a preview email](#)

Registration   Email Settings   Branding   Poll   Live Streaming

Banner

Your banner is displayed at the top of your invitation page.

[Upload](#)

Image requirements:

- GIF/JPG/JPEG or 24-bit PNG
- The suggested dimensions: 640px by 200px
- The maximum dimensions: 1280px by 400px

Logo

Your logo is displayed on the right side of the meeting topic on your invitation page, registration page, and in the email invitation to the meeting.

[Upload](#)

Image requirements:

- JPG/JPEG or 24-bit PNG
- The suggested dimensions: 200px by 200px
- The maximum dimensions: 400px by 400px











**Great to organize events and groups. NYS PTA uses the BAND app for SLC and Convention.**

Post Albums **Events** Attachments Members

Jul 2024 < > Today   [Add Event](#)

Import Export Print

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20

**Add events**


**SLC: PTA is All of Us and All of Us ...**

104 Members · [+ Invite](#)

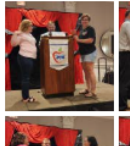
NYS PTA has planned an exciting 24-hour event, which includes keynote speakers, training


Chat

[+ New Chat](#)

 **SLC: PT**

Recent Photos



**28** Breakfast  
**Sun** Jul 28, 2024 7:45 AM - 8:30 AM  
 Group Calendar · Kathleen McEnroe

Koi Pond

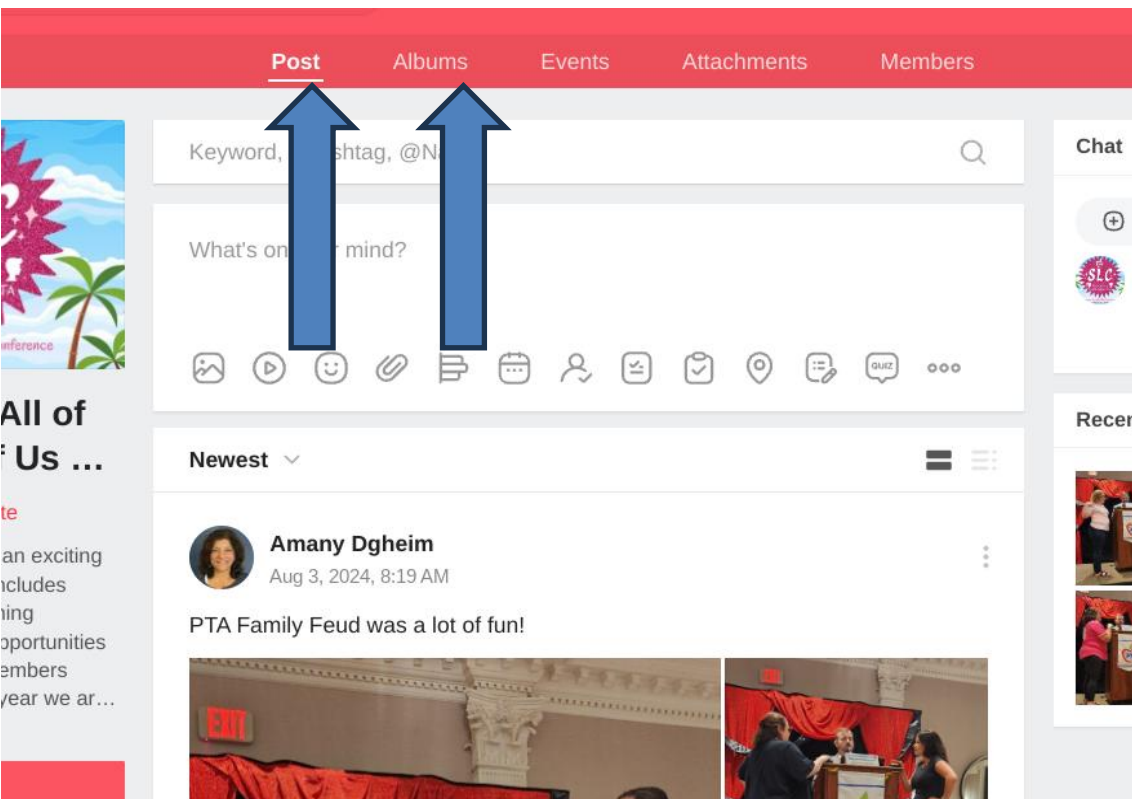
 Add reminder >

[Save Event](#)



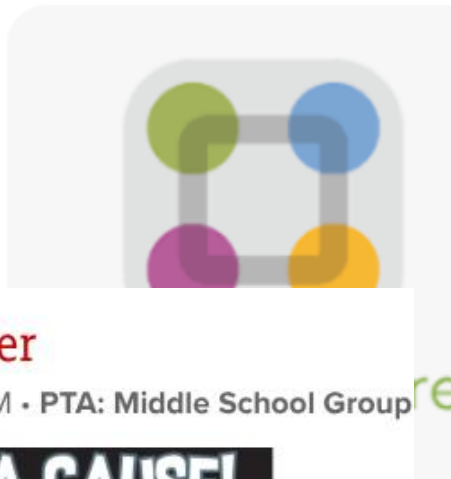
**Great to organize events and groups. NYS PTA uses the BAND app for SLC and Convention.**

Members and admin can create posts and add photos of the event.



● PARTICIPATE ▲

Groups 16



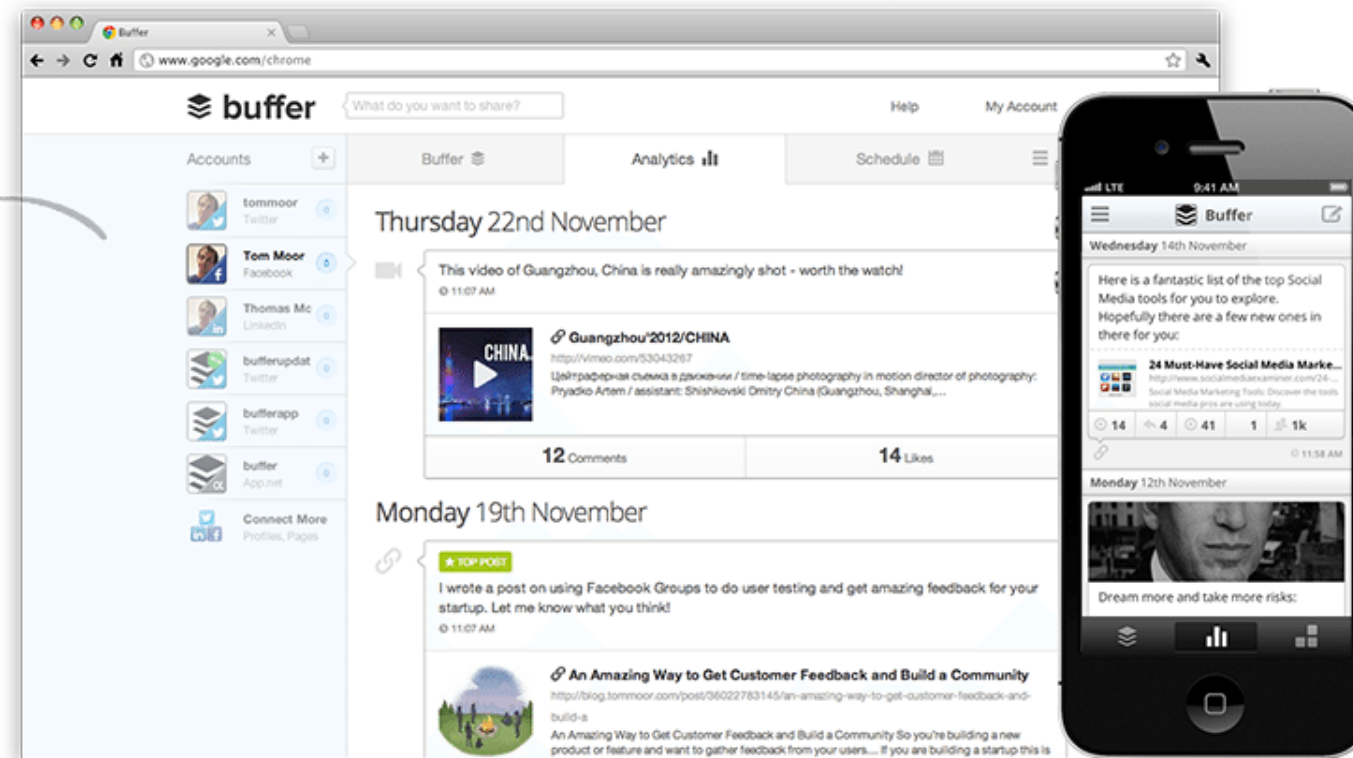
KM **TONIGHT...PMS PTA Guac Shop Fundraiser**  
Kathleen McEnroe • 2 months ago • Thursday, Mar 27 at 8:24 AM • PTA: Middle School Group



**PTAs can use Parent Square (pending district approval).**

- \*You can assign who can post.
- \*Reach parents/families who are not on social media.
- \*Parents need to sign up to receive messages from your group.

 **buffer**  
Your smarter way to share





Basic Free Plan: 3 social accounts, 10 scheduled posts, 1 user





 Publishing

 Analytics

 Engagement New!

 Martha Brown PTSA 0

 mbptsa 0

 MB\_PTSA 0

Queue

Analytics


Settings

What would you like to share?



**Tomorrow** FEBRUARY 2

America/New York 

 Schedule a Post

12:00 PM

3:00 PM

6:10 PM

**Wednesday** FEBRUARY 3

7:39 AM

12:00 PM

3:00 PM



## What to Post?

- Thanks to volunteers + photos of their work
- Appreciation to teachers
- Interesting local news, parenting & education content
- Legislative updates
- School news, meetings, deadlines, form links, sports scores, polls
- Fundraising & Membership links & Status updates (carnival tickets, donation buttons, join now, % completed, \$ raised)
- Call for Volunteers (with a signup link)
- Thanks to local business that sponsor events

	Page	Group
<b>Purpose</b>	Represent particular person or brand	Collaborative environment for group of people
<b>Restrictions</b>	Public or admin-only	Public, closed (visible but must request to be added) or secret (cannot be found by search or any other means)
<b>Add people</b>	No (can suggest page)	Yes – only those who are Facebook friends of Group members
<b>Facebook Notifications for fans/members</b>	Only if someone comments on/likes the post you have made or commented on.	Default: FB notifications (and potentially email) for all new wall posts (by anyone) – can be changed.
<b>Posting restriction</b>	Posting can be restricted to Page admins only or open to everyone	Posting can be restricted to Group admins only or open to everyone
<b>Create shared docs</b>	No	Yes
<b>Group/Page email address</b>	No	Yes – this means the group members have access to a group email address that when used sends content directly to the Group wall.
<b>Chat</b>	No	Yes – through chat bar
<b>View other fans/members</b>	No	Yes
<b>Advertising</b>	Yes	Yes – unless closed group
<b>Vanity URL</b>	Yes – you can choose	No – though it is a logical URL determined by Group name. Eg. <a href="http://www.facebook.com/groups/groupname">www.facebook.com/groups/groupname</a> although sometimes it may have a string of numbers at the end.
<b>Notes</b>	Anyone can search, find and join a Page unless it is set to admin-only. Admins have the ability to delete/ban people.	Anyone who is a member can add another member. This can lead to groups getting out of control. However admins are able to delete/ban people from the group.

## Facebook Fan Page or Group?



Both tools contain Walls, can post images, create events, conduct polls, can be shown on users' newsfeed, are indexed by search engines (unless group is secret) and users can comment/like posts





## Pictures



new\_york\_state\_pta

Following

Message



3,978 posts

1,484 followers

131 following

NYS PTA

Nonprofit organization

A powerful voice for all children, a relevant resource for families & communities, & a strong advocate for the education... more

[linktr.ee/nyspta](https://linktr.ee/nyspta)

Followed by [nationalpta](#)

POSTS

REELS

TAGGED



## Reels



new\_york\_state\_pta

Following

Message



3,978 posts

1,484 followers

131 following

NYS PTA

Nonprofit organization

A powerful voice for all children, a relevant resource for families & communities, & a strong advocate for the education... more

[linktr.ee/nyspta](https://linktr.ee/nyspta)

Followed by [nationalpta](#)

POSTS

REELS

TAGGED

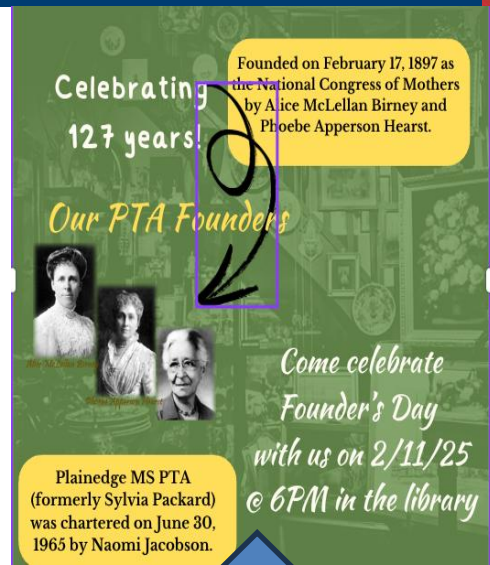




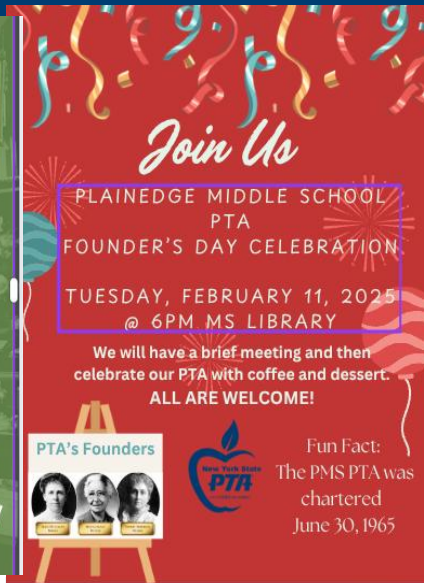


Create:

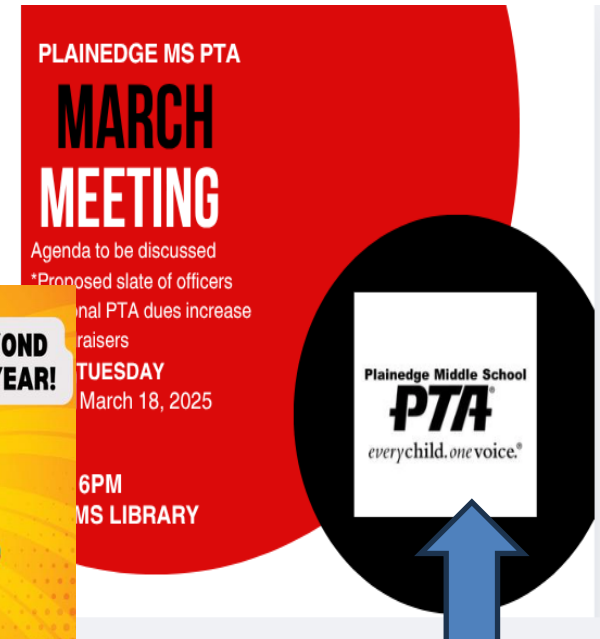
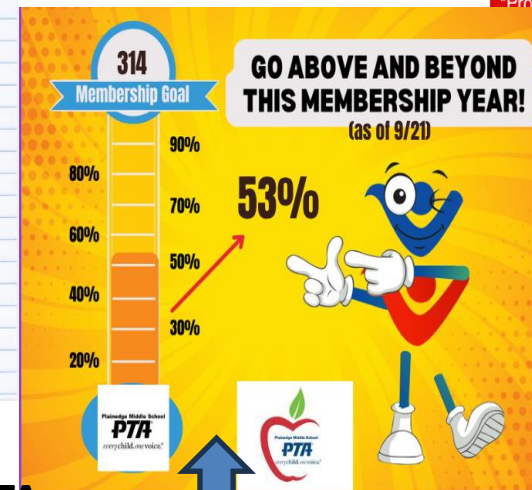
- Social Media Posts
- Facebook Covers
- Flyers
- Event Programs
- Invitations
- Posters
- Newsletters
- Customized pieces
- [FREE Pro Account for Non Profits](#)



NYS PTA template  
(located on NYS  
PTA website)



NYS PTA  
Membership  
template



Brand flyers with  
your unit's logo

# CANVA Template from NYS PTA

## Canva Templates

Customize your graphics to fit your PTA's needs on Canva! Not sure how to use Canva? Check out this [basic editing tutorial](#) to get you started.





ires ▾ Learn ▾

Search Canva



Christmas-Social Media Post



Happy Hanukkah Instagram Post



DEI Youtube Preview



Thanksgiving2020



Event Banner



THANK YOU



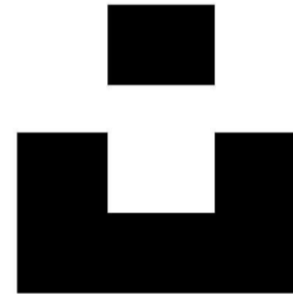
Oct 15 Award deadline reminder



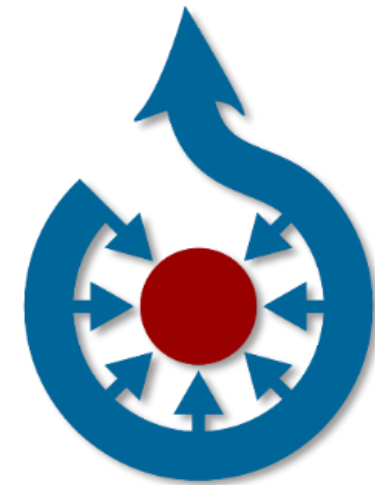
GVPTA Facebook Page Cover



# ROYALTY-FREE IMAGES



Unsplash



WIKIMEDIA  
COMMONS

# FUNDRAISING



RaiseRight™

Formerly ShopWithScrip

The logo for givebacks features a small orange asterisk-like icon above the letter "i" in the word "givebacks". The word "givebacks" is written in a bold, blue, sans-serif font, followed by a registered trademark symbol (®).



Free Auction		Optional Upgrades
Up to 20 Items	?	Up to 100 Items
1 Image / Item	?	<input type="checkbox"/> 4 Large Images / Item
3rd Party Ads	?	<input type="checkbox"/> No 3rd Party Ads
Insights	?	<input type="checkbox"/> Advanced Insights
Online Only	?	<input type="checkbox"/> Transition To Live Event
Basic Donor Management	?	<input type="checkbox"/> Premium Donor & Sponsor Management
Standard Styling	?	<input type="checkbox"/> Apply Your Brand
Self-Managed Payments	?	Online Payment & Donation Collection
Email Support	?	
Unlimited Bidders	?	
<b>Total</b>	<b>\$30.00 USD</b>	<b>Let's Go!</b>

32auctions
Learn More
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FAQ
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Donate Auction
Account

Annual Fall Silent Auction Fundraiser
View Our Auction

No auctions in Annual Fall Silent Auction Fundraiser's Apple iPhone (Black)

Apple iPhone (Black)  
32GB iPhone with a monthly plan

Current bid: \$240.00

My Bid Amount: \$

(Enter \$255.00 or more)

☒ Instant Bid

☐ Proxy Bid

Place My Bid

Buy Now Price: \$200.00 Buy Now

Win bid increment: \$5.00

Auction ends: November 16, 2013 06:06 PM CST

Estimate value: \$200.00

Number of bids: 22 - Bid History

Twitter Facebook LinkedIn

**Description:**

This is the cell phone to have. It is a friendly, an iPod, a web browser and a personal digital assistant. Who needs a laptop when you have an iPhone?

- Video calling with FaceTime
- Retina display with 960 by 640 resolution
- HD video recording
- Three-lens camera with iFOTO flash
- Dual-mic noise suppression
- Apple A4 processor
- MMS
- Voice Control

**Disclaimer:** This auction is for demo purposes only. None of these items are being sold by 32auctions.

**Pickup/Shipping Instructions:**

Please contact the auction administrator and let them know when you can come and pick up your items, they are at the



## Online Payment & Donation Collection

- Accept **major credit cards, debit cards, eChecks, and PayPal payments** by linking a **Stripe** and/or **PayPal** account to your auction. Participants love having a variety of payment options to choose from.
- Leave the tricky business of collecting payments and donations to us. When a payment is made, **money is immediately deposited** into your payment account and transaction fees applied. Quick, easy, and secure!
- **Payments are automatically tracked** and displayed on invoices, the downloadable auction item data, and the Sales Summary page, making it easy to see who paid for their items.
- **Flexible payment options** even allow for offline payments when it's more convenient.
- Send friendly **payment reminders** to those who need a little nudge to settle up. We can all be forgetful at times!
- **Low 32auctions transaction fee** of 2.9% + \$0.40 per transaction in addition to the Stripe and/or PayPal transaction fee for payments processed online. **No transaction fees are charged for self-managed payments.**



TURN SHOPPING INTO EARNING



## Experience the right way to fundraise

Gift card fundraising is the best way to raise money. Buy gift cards from your favorite brands to earn on your daily purchases. It's never been easier to create opportunities for what matters most to you. No extra money spent. No extra time wasted.

### How it works



#### You buy a gift card

You get the full value.



#### The brand gives back

No extra money comes out of your pocket.



#### Your organization earns

Impacting what matters most to you.

### Shop 750+ popular brands

Getting your morning coffee. Doing DIY projects around the house. Ordering takeout. Conveniently raise money by doing everyday things.



"It's super convenient. All I need to go shopping is my phone—I don't even need credit cards or my purse. I'm going to pay for these things anyway, I love being able to use gift cards so we get something in return."

*Jen H., earns for hockey*

Get started by downloading the [RaiseRight™ app](#) on your phone or go to [RaiseRight.com](#) on your computer.  
For step-by-step instructions, visit [RaiseRight.com/m/StartEarning](#).





### Online Store

- Currently used for items, membership

### Shop to Give program

- When your supporters visit any of 25,000+ participating stores and restaurants, these partners will automatically donate a percentage of the purchase to your cause.

### Fundraising

- A-thons
- Crowdfunding
- Auctions
- Event Ticketing

### Processing/Platform Fees

- Online Store – Processing Fee only (
- Fundraising Module
  - Tip Model Pricing
    - With Tip Model Pricing, there's no platform fee. Instead, donors can optionally leave tips to cover operating costs. Even if no one leaves a tip, we still won't charge you a Givebacks fee.
    - The only fee you'll pay on this plan is the credit card processing fee. This is automatically deducted from every transaction. If you use Tip Model Pricing, you won't be able to pass the credit card processing fees on to donors.



### Processing Fees

- Online Store – Processing Fee only (3.95% + \$0.59 per transaction)
- Fundraising Module
  - Tip Model Pricing
    - With Tip Model Pricing, there's no platform fee. Instead, donors can optionally leave tips to cover operating costs. Even if no one leaves a tip, we still won't charge you a Givebacks fee.
    - The only fee you'll pay on this plan is the credit card processing fee. This is automatically deducted from every transaction. If you use Tip Model Pricing, you won't be able to pass the credit card processing fees on to donors.
  - Percent Pricing
    - With Percent Pricing, you can pass the fees on to the donor, cover the fees as an organization, or ask the donors if they will pay the fees.
    - Givebacks platform fee: This fee, instead of tips from donors, covers Givebacks operating costs. The fee is 7.5% per transaction. See [Tip Model Pricing vs. Percent Pricing: What's the difference?](#) for more details.
    - Credit Card Processing fee: This is the standard fee for credit card processing from our third-party credit card processing partner.

# LEADERSHIP DEVELOPMENT





**COME ONE COME ALL**

**THE GREATEST  
PTA ON EARTH**

**SUMMER LEADERSHIP  
CONFERENCE**

Registration Fee:  
\$150 Adult  
\$100 Youth

**FEE INCLUDES:**  
Leadership training Saturday and Sunday  
More than 25 workshop choices  
Educational and fun general sessions  
NYS PTA training tables  
Conference materials and t-shirt  
Exhibitor hall and networking  
Saturday dinner and Sunday breakfast

New York State  
**PTA**  
every child, one voice.

**Save the Date!**  
**July 19-20, 2025**  
**Crowne Plaza Albany -**  
**The Desmond Hotel**

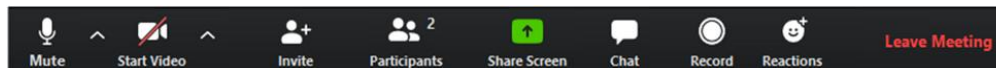




Sonya Verrillo, NYS PTA Treasurer & Designated Officer for Leadership Development Team  
Kathleen McEnroe, Technology Training Specialist

# Zoom Meeting Controls

The Zoom meeting controls appear at the bottom on the screen when the meeting starts. If you don't see them move your mouse over the bottom of the screen and they will appear. After a few seconds they will disappear.



1 - Microphone - mute/unmute your audio (Please stay muted during the presentations!)

2 - Video - start/stop your video stream

3 - Participants - raise your hand, answer questions, etc. (see next slide)

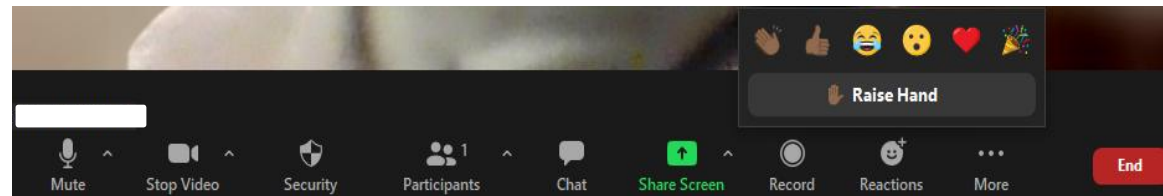
4 - Chat - ask the presenter a question

5 - Leave Meeting - leave the meeting

# Zoom Participant Controls

From the Reactions Icon, use these non-verbal options if the presenter asks for interaction.

If you want to give a verbal comment during tonight's main discussion, press the "Raise Hand" button to get the facilitators' attention to do so.



New York State

**PTA**®

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New York State

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