

FOUNDERS' DAY CELEBRATION

WHAT IS FOUNDERS' DAY?

On February 17, 1897, our founders, Alice McLellan Birney and Phoebe Apperson Hearst, gathered for the Mothers Congress' first meeting in Washington, DC, and saw the beginning of the largest (and now oldest) volunteer organization that works exclusively on behalf of children and youth.



In 1926, Selena Sloan Butler formed the National Congress of Colored Parents and Teachers (NCCPT). In 1970, the two organizations united to expand their reach and protect the needs of children and youth.

OUR SHARED LEGACY

129 years later, Founders' Day is celebrated each year on February 17 to honor the founding leaders of the New York State PTA.

WAYS TO CELEBRATE

- **Host Your Own Founders' Day Giveaway:** Individuals who become a member in February can be entered into a small giveaway. It's a fun incentive! Reach for 17 new members to earn the Founders' Day Membership Award.
- **Celebrate Your Unit's Wins:** Share and celebrate all that your PTA has done for children and families in your community. When families and community members see the impact firsthand, PTA membership feels meaningful rather than transactional.
- **Host a Plus 1 Challenge:** Invite attendees to bring one new person to the Founders' Day Event as a way to build community and expand your PTA's reach.

CONGRATULATIONS

