



# National PTA® Reflections

## Tips for Program Promotion



One of your most important tasks is to promote the Reflections program to students and families, to encourage as many students as possible to participate. Taking time to promote the program to school personnel and the community can help increase participation, enhance family engagement at the school and garner additional support.

### **Program Messages**

Below are some important messages to emphasize as you spread the word about the PTA Reflections program, especially through the media or to school and community partners:

- PTA Reflections welcomes students of all grades and all abilities to explore their inner artist.
- Students may explore one or all six arts disciplines, including: Dance Choreography, Film Production, Literature, Music Composition, Photography and Visual Arts.
- Students reflect on the annual theme in school or at home and are recognized for their participation and achievement in the arts.
- Every student is recognized for their accomplishments with the opportunity for state and national awards and recognition.
- The love of art and celebration of students can bring people together – families, teachers, and friends in the community.
- New academic standards require more critical thinking and problem solving, which translates into more creativity and deeper reflection. That's why Reflections isn't just for arts classes.
- Families can support their children's participation by creating time and space for students to work on their entries, providing encouragement and needed materials and volunteering to support the Reflections program.
- Entries should represent students' unique creativity. Adults are welcome to encourage students but are asked not to assist in any way with their interpretation of the theme or artistic expression.

### **Student Recruitment Messages**

Share the following sample messages with teachers and student leaders to promote the PTA Reflections program. You may find these messages work best within a school newspaper, during morning announcements, and at activity fairs promoting school clubs.

- *Let your imagination fly and unleash your inner artist! Choreograph a dance, produce a film, write a poem or story, compose a song, take a picture or create a piece of visual art and tell us what the theme: "Let Your Imagination Fly" means to you. Pick up a PTA Reflections Entry Form today from <INSERT NAME> and return by <INSERT DUE DATE>.*

### **Ideas for Promoting Reflections**

Use the following suggestions to kick-start your plan to promote the PTA Reflections program.

**To Students and Families:** Use a variety of channels to reach students and families. Consider creating promotional messages and materials in multiple languages to reach all families in your school community. Some possibilities include:

- Host a **school wide assembly** to introduce the program. Feature examples of artwork from last year's winners at the local, state and national levels.
- Include messages in students' **morning announcements**.



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- Hang **posters and flyers** in visible locations, and send copies of flyers home to parents. You can find sample flyers at [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit).
- Post the deadline and reminders on signs near **student drop-off** and pick-up locations.
- Post announcements and updates on the **school and/or PTA website** and via **social media** (Facebook, Twitter).
- Write an article about Reflections for a **PTA or school newsletter**. Showcase prior years' winners and/or the benefits of arts education. Ask a student to write a similar article for the school newspaper.
- Appoint "**student ambassadors**" to talk positively about the program among peers. Willing students might be found in art or dance classes or clubs, school music programs (choir, band, and orchestra) or creative writing or journalism classes.

**Among Teachers and Administrators:** Invite arts teachers to serve as Reflections co-chairs, committee members or volunteers. The more involved they are in planning, the more likely they will be to serve as "champions" of the program among other faculty and staff, as well as to students and parents. Other ways to engage school staff:

- Request **time at a staff meeting** to present the Reflections program to teachers. Highlight the benefits of arts education and invite their ideas about how they might encourage their classes to participate.
- Provide suggestions for how this year's theme might be **linked to curriculum**. Ask a teacher volunteer to create a sample lesson plan and share it with peers.
- Engage school staff in **planning the awards ceremony/celebration**. The school might be willing to hold a school-wide assembly or host a special lunch for participants and winners.

**In the Community:** When reaching out to potential community partners, focus on the *impact* of the Reflections program on students, schools and families. For example, share how a local PTA showcases students' artwork and brings families together to celebrate. Here are some ways your community can get involved:

- Invite community members to serve as **judges**.
- Reach out to nearby gathering places (neighborhood centers, barber/beauty shops, coffee houses) to **exhibit student artwork**.
- Local businesses might be willing to support **fundraisers for Reflections** (for example, a local restaurant might host a "dine out" night, with a portion of receipts benefitting the program). Proceeds might help pay for trophies, ribbons or certificates for student participants; food for the celebration; or a supplies scholarship for a student who might not otherwise be able to participate.
- Other businesses might provide **in-kind contributions**. Ask a local arts supply or craft store for donations of paintbrushes, paper or paints; or a local library or print shop might allow students to use their computers and photo-editing software for entries.
- Work with school officials to customize **media releases** to invite local coverage. Don't forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- **Community bulletin boards** can be good places to promote the program or announce student winners.

Visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for more tips and tools.