



NCPIE Update

A Publication of the National Coalition for Parent Involvement in Education

April-May 2007

School Based Parent Groups and Associations Need Look no Further for Help Organizing

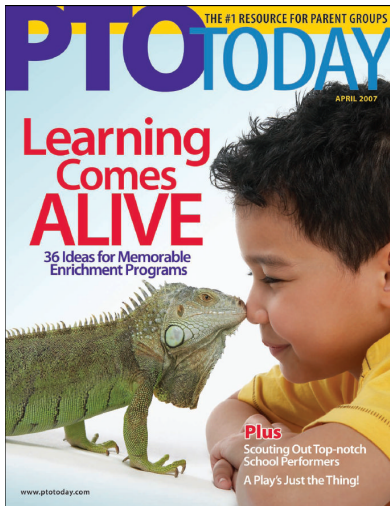
Tim Sullivan, founder & president of PTO Today was the presenter at the April NCPIE meeting. Tim gave an overview of how PTO Today works to meet the needs of parent-teacher organizations and shared his views on how the leaders of those organizations can be key assets in efforts to grow parent involvement in America's schools.



Founded June 1, 1999, PTO Today has quickly established itself as a leader in the school parent group world (PTOs/PTAs) and serves as both a valuable resource and a trusted voice to the entire parent group market. The company is entering its 9th year of serving school parent-teacher group leaders and started in response to the need felt by parent leaders for help organizing and with training.

Today, PTO Today Inc. is dedicated exclusively to providing a full suite of products, programs and services to the entire K-8 school parent group market. The goal of the organization is to help parent group leaders service their schools more effectively and run their groups more efficiently.

Core Products, Programs, and Services



PTO Today Magazine - PTO Today's flagship publication, *PTO Today Magazine*, is published seven times per year and reaches an audience of 80,000 groups. The goal is to connect with parent leaders all year long.

Ptoday.com - An online resource for school parent groups nationwide that features expert advice, hundreds of articles, a peer-to-peer network and a host of products, programs and services for parents and parent organizations.

Parent Group Events - Over the last six years the organization has hosted 17 conferences and more than 7,000 parent group leaders for a day or several days of sharing and learning and community.

PTO Manager Software - Launched in June 2005, PTO Manager is a web-based software solution designed exclusively for school parent-teacher groups. The Volunteer Builder module helps group leaders easily recruit,

track, manage and communicate with program participants and volunteers. The Finance Manager module makes the job of the PTO Treasurer (and the job of all those who depend on accurate, accessible group financial records) so much easier.

Back2School Program - a brand-new involvement program from PTO Today designed to help parent groups make a powerful first impression on parents at back-to-school time. Designed to serve as a tool to kick off the

school year, the Back2School program provides tools and resources that help parent groups engage families and build involvement early on and helps reinforce the PTO/PTA involvement message.

This is just a small overview of the many parent engagement and involvement products and tools offered by PTO Today. The organization provides several other tools to connect parents to their schools and information on academic engagement at their web-site. These include additional magazines, family school night programs and customized partner programs with organizations like Lowe's, LeapFrog and Splenda. Visit them online at www.ptotoday.com.
