

Parent Teacher Organization (PTO) & Parent Teacher Association (PTA)

*“Parent groups are anything but small potatoes. They raise roughly \$2 billion annually from traditional fundraising sales, book fairs, school auctions (auctions and other larger events are growing rapidly), and donations; they spend that \$2 billion each year on everything from new playgrounds to teacher stipends to curriculum aids and **software** and field trips and just about everything else that can make their schools better.” [Selling to Schools](#)*

You may have noticed that SOFTWARE was one of many things a PTO/PTA raises money for. In most cases, that is the category we fall under within education. Parents are powerful entities within a school and can make important things happen when it comes to the betterment of their children.

Sellingtoschools.com is a great resource for tried and true strategies on how to approach every angle when it comes to “Selling to Schools”. In their article (above) *PTOs and PTAs: Could They Ignite Your Education Marketing Plan?* By Tim Sullivan, who is the Founder of Ptoday.com, Tim asks the following three very important questions:

1. Could your brand and product help connect with family nights for schools?

Yes - We can host a technology night titled “The do’s and don’ts of technology with early earning”

2. Can your brand somehow help parent-group leaders attract more parents to PTO meetings?

Yes - We can raffle off a free subscription giveaway to our program at every meeting.

3. Could your brand connect into the group-to-teacher pipeline that provides funds and supports stipends for teachers?

Yes - Any money raised through the PTA/PTO for our program, 10% will be given back which can be used as a stipend for teachers or however the PTA/PTO sees fit.

Tim Concludes his article with... *“the key to tapping the PTO or PTA channel is to make sure there is some pain-solving involved for the leader of the parent group. if you can provide valuable resources for parents (and make the parent group look great in the process), then your brand and product message can ride along as well.”*

The Pain

If you have already read the Selling to Principals document then you know that 6 out of 10 entering Kindergarteners are not prepared.

We present to the PTO/PTA president the same presentation we present to principals which is the following:

Present the following “solution” to the PTO/PTA “pain” with every PTO/PTA group in your designated territory.

- Provide attending Kindergarteners (both full day and half day) at an elementary school the AYM Pre-K program for a free 60-day trial to help identify which children are behind and help bring them up to speed.
- The Kindergarteners will have access to the program at school, either on handheld devices or in the computer lab.
 - They will be required to use the program at school at a minimum of 15 minutes per day, 3 to 4 days a week.
- The participating students will also have access to the program at home. Parents will be made aware of this with a letter sent home and email from the teacher regarding the trial and how to access AYM.
 - Each participant will be required to access AYM and play the program as homework for a minimum of 15 minutes a day, 3 to 4 days a week.
- Any student at that elementary school that has a Pre-Kindergarten sibling, who will be attending that same elementary school the following year, will also be granted access at home to the 60-day trial.
- At the end of the trial, the data will be gathered from each child, calculated and then presented to show mastery of the required academics to be considered, “Kindergarten Ready” and beyond.

[The End Goal](#)

Get the Pre-K program purchased at \$20 a child to continue usage with the Kindergarten students along with the Pre-Kindergarten students that participated in the trial and will enter the school the following year as a Kindergartener. We give 10% of every \$20 back to the PTA/PTO.