OUR MISSION
To improve education by improving volunteerism in our schools.

Free Websites for Volunteer Coordinators, PTA, PTO and PTSO Board Members!

Why all 32 Schools in Leader ISD chose MY-PTA

It is phenomenal when you release a product and it is accepted by 30% or 50% of the population, but rarely do you get over 80%. When we launched My-PTA to the Leander Independent School District in September 2008, the only communication to schools from the district was "Other schools in the district are using these sites. Let us know if you create a site and we will link to it."

At that point, we had three LISD schools on board (see PTA Story video on the home page). We weren't sure how many of the other schools in the district would want a My-PTA site. Naturally, we were thrilled when 100% of the schools who were managing a PTA (or PTO) web site chose our solution over the ones they had been using before.   The question is Why?

The answer is that the My-PTA site concept was developed by a real parent in a real school situation – not by a webmaster. Ed Downs has a technical background, but he is also an educator in his business with eight years of experience volunteering in public schools. So the approach he took was a from a "volunteer organization" perspective.

1. Don't Box Me In!

The other offerings that these schools were using – including the free sites sponsored by the State PTA, categorize content on sites according to type - typically forcing the PTA to put all their documents in one place, their links in another and so on with little or no freedom.

Parents think in terms of "Volunteering", and "PTA Information" which can include all types of information. They want to organize their site THEIR way and put similar content types together. With My-PTA.org, sites can be built with a completely customized layout and navigation. Content can be added to any page in any order - the parent(s) or volunteer(s) in charge of the site can configure it precisely the way they want.

With the introduction of Templates in 2009, school organizations can choose a look-and-feel that best matches their school colors and logo. This final touch makes the sites truly customized, which adds to the pride of those maintaining them. You don't end up with a site that looks like a "cookie cutter" site populated with information - it's truly unique to your organization!

2. The Volunteer Module

An important aspect of the My-PTA sites is the volunteer schedules. The ability to create a schedule with multiple time slots, and have parent volunteers add themselves to the schedule with a single click meant that Volunteer Coordinators no longer had to manage signups - a uge leap forward!

3. Contributed Content that Stays Fresh

Parents are busy.   How many school web sites have you seen that have dead links or old articles? Parents who create web sites for their schools using traditional tools must constantly update their sites, or the content gets old. My-PTA solves this two ways. First, you can have as many Content Contributors as you like – content waits in a "pending" bin until it is approved. Second, all articles, schedules, and events have expiration dates. So, content is continually archived automatically. There is NEVER an out-of date article anywhere on the sites. Format your content any way you like, thanks to the embedded Rich Text editors that support Styles, Images, and even embedded You-Tube videos.

4. The 4 Primary Means of Communication

Mr. Downs learned that there are 4 primary ways information is disseminated and acted upon in a school: Calendar Events, News Articles, Volunteer Schedules, and Email. By coordinating all of these functions as Contributed Content, and allowing one to link to the other, plus the ability to attach PDF documents as part of each news article, schools can build a central theme of communication.

They typically start with a Calendar event, add a News Article, link to a Volunteer Schedule supporting the announcement, and then send Email out to attract people to the site. PTA Board Members and other participants can get information out to their parent population in a fraction of the time it normally takes. And that means more involvement.Email, Email, Email

The Email module in My-PTA is the best part of the system. Because our sites are "opt-in" based and never spam anyone, our "Sender Score"(an internet measure of deliverability) is over 90. This is very high, and it means that 100% of the mail sent out by PTA Board Members and Volunteer Coordinators will reach their intended recipients (rather than getting rejected as Spam).

In the old way of doing things, Volunteer Coordinators would email the entire list when events would come up, from their personal email accounts. But most email accounts limit sending capacity. We do not – you can send as much email as you like, as often as you like. You can specify groups (like "Chess Club" to receive email, and can also email everyone who has signed up for an event. Responses to email are automatically redirected back to the Sender. It's a very powerful system.

The Latest Developments

These are just some of the reasons all schools in the "pilot" district chose My-PTA.org. We continue to add new content types. We recently added Directories that hide email addresses, Photo Galleries with viewing rights, and Secure Documents. We also have eCommerce with transaction fees that are lower than any other solution, including PayPal and RevTrac. Create a school store in minutes.

My-PTA sites are very easy to use. In fact, most parent webmasters know little or nothing about the internet or web sites, yet they are able to successfully build and deploy their sites in a very short period of time. We also provide superb tutorial videos showing our users how to get the result they want from their site.

Be the first in YOUR district to adopt a My-PTA web site for your school and be the Hero of the District.

Our Mission
To increase volunteerism in our schools

And that's exactly what our My-PTA sites do!
Thank you for choosing My-PTA

Ed Downs

Ed Downs
CEO