

*This document is meant as a resource to assist in completing an award of excellence. This is not a submission form, only submissions made through the online portal will be accepted. If you have questions, please contact the WSPTA Award of Excellence committee prior to submitting. [aoecommittee@wastatpta.org](mailto:aoecommittee@wastatpta.org)*

## Submission deadline: March 12, 2026

The Local PTA and Council Awards of Excellence Program recognizes local PTAs, community PTAs, and councils whose level of effort in specific areas help them make a difference in their community. To participate in the Local PTA and Council Awards of Excellence Program, the PTA or council must meet the following standards:

- The PTA must be in compliance with the requirements of the Standards of Affiliation (SOA).
- The PTA must be up to date on membership dues payments to WSPTA.
- The PTA must have at least 25 paid members (or an approved waiver) by October 31.
- The PTA or council must have a president identified in the WSPTA membership database.
- **Please note:** If your PTA is not in compliance with the SOA requirements your entry will be disqualified and not judged.

Prior to beginning the process, submitters are encouraged to review the additional details available on the Awards of Excellence webpage (<https://www.wastatepta.org/events-programs/awards/excellence/>). The award time frame is from March 14, 2025 – March 12, 2026, unless otherwise noted. Do not include old examples.

### Instructions for submitting examples:

- **Examples that do NOT include PTA, PTA logo, PTA name or title will NOT be given points.**
- Examples uploaded must have **dates** whenever possible.
- Label each of your submissions with the appropriate number to signify which requirements they fulfill. For example, when uploading your communication example promoting membership meetings, include "5" either in the file name or the file description.
- Label top of ALL examples with how they were communicated/sent out. (*for example, newsletter, social media (exact name), printed flyer, electronic flyer, etc.*)
- Examples should be a live example. (*for example, a picture of a sign/flyer on display is not a PDF of the sign*) We must be able to tell how the example was used/communicated
- If submitting an example that is included in an email, newsletter, minutes, budget screen shot etc., it must be **highlighted** for the judges.
- **Links will not be accepted.**
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of the program committee and WSPTA program director are final.

**The first 6 uploaded examples must include the following examples.**

1. **PTA Programs/events/fundraisers** and focusing on the health/safety/welfare/education of children and youth. Examples:
2. **News shared from other levels of PTA.** (i.e. council/region/WSPTA/National PTA).
3. **Advocacy/Legislation:** Communication was shared with members regarding local, state and national advocacy/legislative information.
4. **Membership Campaign/Goals/Benefits:** Communication was provided to members to keep them informed of ongoing membership campaign and membership goals, benefits of PTA membership, etc.
5. **Membership Meetings:** Communication was shared with membership regarding membership meeting dates and meeting overview/outcomes.
6. **Bi-Lingual:** Communication was provided to members that included bi-lingual text, link/button to translate or references where to download translated articles or flyers.
- 7.

**Name/logo branding:** Judges can tell it is clear the uploaded communication examples are from your local PTA/community PTA/council and not the school or district (PTA/council name (logo) and PTA number are prominent) **Examples that do NOT include PTA, PTA logo, PTA name or title will NOT be given points.**

**Upload** examples of the various methods of communication used by your local PTA, or council, credit will not be given for multiple examples of the same communication method (e.g., **do not include two surveys or two e-mails, or 15 Instagram's, etc.**).

Washington State PTA logos can be found here: [WPSTA Logo Examples](#)

National PTA logo's branding and communication guidelines can be found here: [NPTA logo information](#)



- **This award is for 15 DIFFERENT types of communication.**
- **You can use the same event in multiple communication examples.**

# Outstanding Communication Strategy Judging Rubric

## **Section 1 – Outstanding Communication Strategy (Local PTA/ council uses a variety of communication methods to reach our members.) (Total points available = 30)**

**Communication examples:** handwritten note, reader board, PTA table at event, one-on-one communication, meeting minutes, flyers, banners, bookmarks, PTA T-shirts, stickers, sandwich boards, emails, newsletters, surveys, website, all social media, and so much more!

**Reminder: all 15 examples uploaded must be 15 different types of communication.**

1. Communication example showing/promoting PTA **programs, events or fundraisers -2 point.**
2. Communication example shows **news shared from other levels of PTA -2 points.**
3. Communication example showing/promoting **advocacy/legislation -2 points.**
4. Communication example showing **membership campaign/goals/benefits -2 points.**
5. Communication example showing/promoting **membership meetings -2 points.**
6. Communication example showing **bi-lingual option -2 points.**
7. Any other communication example **-2 points.**
8. Any other communication example **-2 points.**
9. Any other communication example **-2 points.**
10. Any other communication example **-2 points.**
11. Any other communication example **-2 points.**
12. Any other communication example **-2 points.**
13. Any other communication example **-2 point.**
14. Any other communication example **-2 points.**
15. Any other communication example **-2 points.**

**Appearance- total points available = 34**

- All examples uploaded are tagged/numbered or highlighted. **2 points**
- All examples include narrative to explain if needed. **2 points**
- It is evident from the uploads how the communication examples were used, distributed, communicated to members. **2 points each = 30 total points.**

### **Final Outstanding Communication Strategy Points**

**Maximum total points available = 64**

**Platinum level 100% = 64**

**Gold level (90%) = 63-58**

**Silver level (80%) = 57-51**

**Bronze level (70%) = 50-44**