

The Importance of Applying for Awards.

Introduction

Applying for and receiving an award can drive growth, recognition, and success. It is more than just a pursuit of accolades; it is a strategic business activity that brings numerous benefits to your PTA.

When a PTA or Council applies for a WSPTA Award of Excellence, your PTA is recognized for all the work your PTA accomplishes, promotes and disseminates.

Award submissions are not a contest between PTAs. Each PTA is judged solely on their own merits and what is submitted for review.

What happens when your PTA is recognized with an award?

1. Enhances Reputation

Receiving awards positions your PTA as a leader in its field. This recognition from WSPTA validates your efforts, innovations, and achievements, enhancing credibility with members, staff, and your community.

2. Boosts Brand Visibility

Applying for awards often results in increased social media exposure. Being an award-winning PTA or Council is valuable and promotable.

3. Motivates and Engages Volunteers

Participating in awards programs acknowledges the hard work and dedication of your team. Recognition from external bodies can boost board and volunteer morale, strengthen team pride, and encourage continued excellence and innovation within your PTA.

4. Encourages Continuous Improvement

The process of preparing an award application often requires you to reflect on your achievements, identify strengths, and recognize areas for improvement. This self-assessment can inspire strategic planning, innovation, and ongoing development within your PTA.

Apply today! Show us what your PTA has to offer: what you do, how you communicate, your social media presence, and your outstanding newsletters and websites. Also, apply for the Standards of Excellence to put your PTA or Council in the running for Outstanding PTA of the Year!

Visit: [Awards of Excellence - WSPTA](#)