

This document is meant as a resource to assist in completing an award of excellence. If you have questions, please contact the WSPTA Award of Excellence committee prior to submitting. aoecommittee@wastatepta.org

Submission deadline: March 11, 2027

The Local PTA and Council Awards of Excellence Program recognize 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).
- All SOA information must be uploaded to the WSPTA Membership Database for verification purposes.
- **Please note:** If your PTA is not in compliance with the SOA requirements your entry will be disqualified and not judged.

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 uploads with the appropriate number to signify which requirements they fulfill. For example, when uploading your communication example promoting membership meetings, include "#2 Membership" either in the file name or the file description.
- Label top of ALL examples with method used to communicate information. Example, newsletter, social media, printed flyer, electronic flyer, etc.
- Links will not be accepted as a submission or as a means of providing additional information.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions made by the program committee and the WSPTA program director are final.

Prepare to Submit – Make sure you have everything ready for uploading before starting the submission process.

Reminder: Your PTA or Council may use the same method of communication only twice for the entire application. Two emails, two Facebook posts etc.

Communication examples: handwritten notes, 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, bookmarks, all social media, videos and so much more!

BRANDING: PTA name and PTA logo: Judges must be able to clearly identify that the uploaded communication examples are from your PTA, community PTA, or council. The PTA or council name and logo must be prominently displayed in all examples provided. **Examples that do not include the PTA name or PTA logo will not be given points.**

Tip #1 - Is your PTA or council logo on every single example you uploaded?

Tip #2 - This award is for 20 methods of communication.

Tip #3 - You CAN use the same event, activity, program in multiple communication examples.

Tip #4 - You can only use the same method of communication twice.

Tip #5 - To reach each level you must complete the level above. To reach platinum you must complete all levels.

LEVEL UP YOUR PTA COMMUNICATIONS

How does your PTA or council communicate? How many levels can your PTA or council achieve?

Outstanding Communications - Judging Rubric

Section 1 – Outstanding Communication

- Upload your PTA or councils PTA logo.

Section 2 – Bronze Level of Communications – total points available = 30

1. The uploads clearly show how each example was shared and communicated. **2 points each, total of 10 points available.**
2. Every uploaded example is tagged, titled, numbered, or highlighted and includes a narrative explanation when necessary. **2 points each, total of 10 points available.**

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1. PTA programs, events and fundraisers – Upload a communication example that contains information about, advertises, updates or reports about activities, fundraisers and programs, how funds were spent, and donations received - **2 points.**

2. Membership campaign, goals or member benefits – Upload a communication example that was sent to members to keep them informed about your ongoing membership campaign, membership goals, and the benefits of PTA membership. - **2 points.**

3. WSPTA Standards of Affiliation communication - Upload a communication piece that includes information about informing your members of important business items, e.g. Election of officers, election of nominating committee, tax filings, IRS filings, approval of your budget, approval of standing rules, etc. - **2 points.**

4. Upload any other communication example -**2 points.**

5. Upload any other communication example -**2 points.**

+ LEVEL UP

Section 3 – Silver Level of Communications – total points available = 30 + Bronze level

1. The uploads clearly show how each example was shared and communicated. **2 points each, total of 10 points available.**
2. Every uploaded example is tagged, titled, numbered, or highlighted and includes a narrative explanation when necessary. **2 points each, total of 10 points available.**

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6. **News shared from other levels of PTA- Upload** a communication example that showcases or promotes events, programs, or items of interest related to the council, region, WSPTA or National PTA. **-2 points.**
7. **PTA membership meeting- Upload** a communication example that demonstrates, advertises, or summarizes your PTA membership meetings. **-2 points.**
8. **Upload** any other communication example **-2 points.**
9. **Upload** any other communication example **-2 points.**
10. **Upload** any other communication example **-2 points.**

+ LEVEL UP

Section 4 – Gold Level of Communications – total points available = 30 + Bronze & Silver levels

1. The uploads clearly show how each example was shared and communicated. **2 points each, total of 10 points available.**
2. Every uploaded example is tagged, titled, numbered, or highlighted and includes a narrative explanation when necessary. **2 points each, total of 10 points available.**

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11. **Advocacy or legislation- Upload** a communication example that demonstrates, promotes or informs members about information regarding local, state, and national advocacy and legislative issues, work being done, or events. **-2 points.**
12. **Bi-lingual -Upload** a communications example provided to members that includes bilingual text, links or buttons for translating content, or references for downloading translated articles or flyers. **-2 points.**
13. **Upload** any other communication example **-2 points.**
14. **Upload** any other communication example **-2 points.**
15. **Upload** any other communication example **-2 points.**

+ LEVEL UP

Section 5 – Platinum Level of Communications – total points available = 30 + Bronze, Silver and Gold levels

1. The uploads clearly show how each example was shared and communicated. **2 points each, total of 10 points available.**
2. Every uploaded example is tagged, titled, numbered, or highlighted and includes a narrative explanation when necessary. **2 points each, total of 10 points available.**

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16. **Upload** any other communication example **-2 points.**
17. **Upload** any other communication example **-2 points.**
18. **Upload** any other communication example **-2 points.**
19. **Upload** any other communication example **-2 points.**
20. **Upload** your PTAs most creative way to communicate example **-2 points.**

Final Outstanding Communications Points

Maximum total points available = 120

LEVEL UP!

Bronze Level: 30 points

Silver Level: 30 points + Bronze level 30 points = 60 points total

Gold Level: 30 points + Bronze level 30 points + Silver level 30 points = 90 points total

Platinum Level: 30 points + Bronze level 30 points + Silver level 30 points + Gold level 30 points = 120 points.

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](#)

What happens next?

- After the March deadline date your submission will be judged.
- Prior to the WSPTA Convention you will receive communication if you are or are not receiving an award.
- After the WSPTA Convention you will receive your judges feedback and notes along with your award badge.