

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@wastaetpta.org

Submission deadline: March 11, 2027

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:

- Be in compliance with the requirements of the WSPTA Standards of Affiliation (SOA).
- All SOA Information must be uploaded into the WSPTA Membership Database for verification purposes.
- **Please note:** if your PTA is not in compliance with the SOA requirements, your submission will be disqualified and not judged.

Award timeframe is from March 13, 2026, through March 11, 2027

Instructions for submitting examples:

1. Examples uploaded must have dates whenever possible and be within the award timeframe.
2. If submitting an example that is included in an email, newsletter, minutes, budget, or a screenshot etc., it must be clearly highlighted or marked to ensure the judges see it.
3. Label top of all examples with specifics, for example September 2026 Board of Directors' minutes.
4. Links will not be accepted for any submission or as a means to provide additional information.
5. Partial credit may be awarded if deemed appropriate by the judging committee.
6. Decisions made by the Awards of Excellence chair and the WSPTA Program Director are final.

Tip #1 – Make sure your PTA has everything ready to upload and organized prior to starting the process of applying.

Applying for the Standards of Excellence award and achieving either gold or platinum levels will put your PTA into the running of Outstanding PTA of the Year.

Standards of Excellence Local PTA Judging Rubric

1. **Upload** your PTA logo. (will be used for award recognition)

NON-PROFIT REPORTING AND CRITERIA - Total points available = 38

2. **Upload** a copy of your PTA's budget with the following items highlighted or marked:
 - a. Training line items, including WSPTA convention, region conferences etc. – **2 points.**
 - b. Insurance line item – **2 points.**
 - c. Volunteer recognition and award line items – **2 points.**
 - d. Membership dues paid to WSPTA – **2 points.**
3. **Upload** a copy of your PTA's minutes that highlight the completion of the following items during your PTA general membership meetings. You may need to upload multiple sets of minutes.
 - a. Election of nominating committee – **2 points.**
 - b. Election of officers – **2 points.**
 - c. Approval of budget – **2 points.**
 - d. Approval of standing rules – **2 points.**
 - e. Approval of your PTA yearly goals – **2 points.**
4. **Upload** a copy of your PTA's minutes highlighting that a report was made to your PTA members or board of directors about the following items. You may need to upload multiple sets of minutes.
 - a. WSPTA Standards of Affiliation Agreement was completed and uploaded to the WSPTA Membership Database. – **2 points.**
 - b. Corporate annual report was filed – **2 points.**
 - c. Charitable organization registration renewal was filed – **2 points.**
 - d. 990 completed or your PTA filed for an extension – **2 points.**
 - e. PTA insurance is up to date and paid – **2 points.**
5. **Standing rules** are specific conditions or rules a local PTA chooses to impose on itself within the scope of the Washington State PTA Uniform Bylaws. All PTAs must have their own standing rules, and the rules must be approved annually by their members.
 - a. **Upload** a copy of your PTA's current approved standing rules – **2 points.**
6. **Policies.** PTAs are encouraged to develop and approve policies that will help govern their own PTA. Policies are separate from your PTA standing rules. **Sample policies can be found on the WSPTA website's resource page.**
 - a. **Upload** a copy of your PTA's money handling policies – **2 points.**
 - b. **Upload** a copy of your PTA's social media policies – **2 points.**
 - c. **Upload** a copy of your PTA's membership subsidy policies – **2 points.**
 - d. **Upload** any additional examples of policies your PTA has – **2 points.**

COMMUNICATION – Total points available = 16

7. **Upload** three examples of surveying your members, parents, and staff. Each example should include different targeted groups or subjects. Each example must be distinct. Narratives are welcome in addition to complete survey examples. **6 points – 2 points each.**
8. **Upload five** different methods of communication your PTA uses. **10 points – 2 points each.**
 - Points will not be awarded for multiple examples of the same method of communication.
 - Examples must include “PTA” or your PTA logo on the communication example provided.
 - All examples must be labeled and include an explanation of how they were communicated.

MEMBERSHIP - Total points available = 10

9. **Upload** your PTAs approved goal for membership growth. **2 points.**
10. **Upload** an example that your PTA gives an online membership enrollment option to your members. A screenshot of your PTAs website will be accepted. **2 points.**
11. **Upload three** distinct examples of different “join PTA” membership flyers or campaigns that your PTA uses. Each example must be unique; credit will not be given for the same basic example with only a different date. **6 points – 2 points each.**

MEETINGS – Total points available = 6

12. **Upload** an example of how your PTA meeting dates were communicated to your members. A screenshot of the PTA website calendar will **not** be accepted. **2 points.**
13. **Upload two** examples of proof that your PTA leaders regularly attended council meetings. Council meeting minutes with names highlighted or a note from the council representative will be accepted. PTAs not in a council area will automatically receive points. **4 points – 2 points each.**

ADVOCACY – Total points available = 6

14. Advocacy is at the core of everything your PTA does, from fundraising and providing books for the library to keeping your members informed. How does your PTA remain child-focused and advocate for your students, members, and community?
Examples may include ways your PTA informs your members about or addresses the needs of children in your local community, district, region, WA State and the Nation.
 - a. **Upload three** examples of how your PTA advocates. Narratives are welcomed and encouraged to help explain. **6 points – 2 points each.**

VOLUNTEER RECOGNITION – Total points available = 12

15. PTAs regularly offer the following awards: Golden Acorn, Honorary Life Member, Outstanding Advocate, Outstanding Educator, and Outstanding Student Advocate, or a specialized local PTA Award.
 - a. **Upload** examples of individual award recognition for your volunteers. Examples may include social media posts or award recognition that specify each award given. **1 point given for each award up to 6 points.**
 - b. **Upload three** examples of volunteers being recognized by name. Examples can include emails, social media posts, newsletter articles, etc. **6 points – 2 points each.**

FINANCIALS- Total points available = 12

16. **PTA financial reviews and reports**
 - a. **Upload** a copy of your **2026** end-of-the-year financial review. **2 points.**
 - b. **Upload** a copy of your **2026-2027** mid-year financial review. **2 points.**
 - c. **Upload** your PTAs year-end, **2026** financial treasurers report. This report is different than a financial review. **2 points.**
 - d. **Upload four** copies of your PTAs completed WSPTA Non-Signer Review of Financial Statements form, if applicable. **2 points.**
17. **Monthly financial reports were provided to your PTA Board of Directors.**
 - a. **Upload two** different examples (two separate months) of proof that your PTAs Board of Directors received monthly financial reports from the treasurer. Examples could include meeting minutes or emails. **4 points – 2 points each.**

TRAINING- Total points available = 10

18. All elected officers must attend training per the WSPTA Uniform Bylaws and the WSPTA Standards of Affiliation. Having trained and informed officers as well as committee chairs is part of being a successful PTA.
 - a. **Upload** the WSPTA training tracking spreadsheet, found on the WPSTA website, to show your Board of Directors attended training, what they attended, and when. Other forms will not be accepted. **1 point will be awarded for every board member up to 6 points.**
19. **Upload** an example of how your PTA conducts transition training or how your board of directors conducts a retreat. Narratives will be accepted and are encouraged. **2 points.**
20. **Upload** an example of your PTAs committee chair training. **2 points.**

INCLUSIVITY- Total points available = 4

20. A multicultural cultural calendar is a schedule that highlights significant cultural, religious, and national events and observances. It serves as a tool for promoting awareness and inclusivity within diverse communities, helping individuals and organizations plan activities and recognize important dates that reflect the cultural diversity and heritage of diverse groups.
- a. **Upload** a narrative or examples that show how your PTA considered multicultural calendars when planning your programs, activities, and fundraisers. **2 points.**
 - b. **Upload** a narrative that proves how your PTAs programs, activities and fundraisers were designed to be inclusive, such as providing a quiet space or accommodating physical limitations. **2 points.**

EVENTS, PROGRAMS AND FUNDRAISERS - Total points available = 10

21. **What does your PTA do? What is your PTA proud of?** Show and tell us about your amazing PTA events, programs, and fundraisers.
- a. **Upload five** examples of activities your PTA undertakes to support your school, families, and community. Narratives, pictures, and communication methods are encouraged and will be accepted. **10 points – 2 points each.**

APPEARANCE- Total points available = 4

22. Overall, all examples uploaded are tagged, highlighted, and or include a narrative to explain if applicable. **4 points.**

Total points for this section = 128

Gold Level: (90%) = 128-115 gold level must be achieved to continue to platinum level

Silver Level: (80%) = 114-102

Bronze Level: (70%) = 101-90

Do not stop here, keep going and apply for PLATINUM level.

Even if your PTA cannot achieve platinum status, it remains a valuable tool for enhancing best practices, communication, membership growth, inclusivity and much more.

Platinum Level

ORGANIZATION- Total points available = 10

1. **Annual goals** have been developed and approved by your PTA.
 - a. **Upload** a copy of your PTAs approved 2026 goals. **2 points.**
 - b. **Upload** minutes with proof that goals were approved by your PTA members. **2 points.**
 - c. **Upload** your PTAs goal evaluation process. Narratives are welcomed and encouraged to explain. **2 points.**
 - d. **Upload three** different programs, events, or committee examples, and specify which goal each address. If multiple examples address the same goal, points will not be given for both. Narratives are welcomed and encouraged to explain. **6 points – 2 points each.**

COMMUNICATION- Total points available = 22

Sharing information from all levels of the PTA is vital for our members. How does your PTA communicate information and updates from your council, region, WSPTA, or National PTA to your members and community?

2. **Upload at least one example** from each of the following PTA levels. Regions are different than councils. Your region is the first digit of your PTA number.
 - a. **Upload** examples of PTA council or region information shared. Examples can be from any region. **2 points.**
 - b. **Upload** examples of WSPTA or National PTA information shared. **2 points.**
 - c. **Upload** an example of your PTA working with another PTA, council, region or similar organization (another non-profit). Narratives are welcome and encouraged to explain. **2 points.**
3. **Upload** the following examples of how your PTA communicates with your members about the following PTA events. Examples may include announcements, encouraging attendance at or “after the event” report back.
 - a. **Upload** examples showing information about the WSPTA Convention. **2 points**
 - b. **Upload** examples showing information about the WSPTA Autumn Leadership Launch. **2 points.**
 - c. **Upload** examples showing information about the WSPTA Legislative Assembly. **2 points.**
4. **Survey outcomes and analysis.**
 - a. **Upload** a survey used in the first section (Communication #7) to evaluate an activity. **2 points**

- b. **Upload** a narrative that includes the following information: **8 points.**
 - Your PTA committee's or Board of Directors' responses/thoughts after evaluating the survey results.
 - Areas for improvement, what will be changed if the event is held again.
 - What was fantastic and should be repeated.
 - Any budget adjustments.

MEMBERSHIP- Total points available = 6

5. Maintaining and growing PTA membership is always a top priority for PTAs.
 - a. **Upload** an example of PTA membership benefits, either WSPTA or National PTA, that were shared with your members. **2 points.**
 - b. **Upload a completed** 100% staff application. **2 points.**
 - c. **Upload** proof that your PTA received a membership growth award from WSPTA in 2026-2027. Any award level will be accepted. **2 points.**

FAMILY ENGAGEMENT AND DIVERSITY, INCLUSION AND OUTREACH-

Total points available = 4

6. How does your PTA reach out to, and address the needs of your diverse population, by hosting events, programs, and projects that increase family and community engagement?

Examples: welcoming families into the school community, removing barriers, increasing diversity, improving parenting, supporting student services, communicating effectively with multicultural populations, LGBTQ+ community, increasing volunteering, increasing and/or diversifying membership, or collaborating with families, staff, and/or community.

- a. **Upload** an article, flyer, or other resources that were promoted and provided in another language. Website translation buttons will not be accepted. **2 points.**
- b. **Upload three** examples of a program, event, committee, or outreach to support your communities' multicultural and LGBTQ+ populations. Narratives are welcomed and encouraged to explain. **2 points.**

LEADERSHIP DEVELOPMENT, GROWTH AND TRAINING-

Total points available = 14

7. **Upload** as many examples as possible of different members in your PTA who hold active leadership roles outside your local PTA. These examples can include roles beyond the PTA. Multiple examples for the same person will not be accepted. A member is defined as a committee member, committee chair, board of directors, executive committee, etc. **1 point for every person up to 6 points.**

8. Building strong relationships with your Board of Directors is essential for effective governance and organizational success. What does your PTA Board of Directors do for fun? How do you get to know each other?
 - a. **Upload** a narrative and/or examples that include board development training, team building exercises, board bonding events, etc. **2 points.**
9. Volunteer recruiting and leadership development are vital to all PTAs. How does your PTA recruit, invite, and encourage PTA members to get involved and take on leadership and committee chair positions?
 - a. **Upload three** examples of volunteer leadership recruiting. Narratives are welcomed and encouraged. **6 points – 2 points each.**

EVENTS, PROGRAMNS AND FUNDRAISERS total points available = 8

10. **National PTA Reflections program.** Upload the following information to provide proof that your PTA participated in the National PTA Reflections program:
 - a. **Upload** an example of promoting the Reflections program to your students and families. **2 points.**
 - b. **Upload** an example of student artist recognition. **2 points.**
11. **National PTA and WSPTA Programs**
 - a. **Upload two** examples of your PTA using or participating in a National PTA or WSPTA program or resource. **4 points – 2 points each**

Platinum Level total points available = 64

85% of points in platinum section.

54 points or higher + gold level from first section will achieve the platinum level.

What happens next?

- After the March deadline date your submission will be judged.
- Prior to the WSPTA Convention your PTA will receive communication to confirm 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.