

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. Our mission requires that diversity, equity and inclusion (DEI) be central to our work and used in our day-to-day decisions and actions. Sometimes members of your PTA may not agree with a DEI-focused approach. Explore the talking points below to help you have some of those tough conversations.

### *...but that's less convenient for me...*

Often families grow accustomed to the way they've always done things, but change can be good for them too! Try to help families find the positive side about the shift.

**Example:** You're moving your meetings to take place in the evenings at a local library to make them more accessible to working parents without cars.

You can say...

- I know it might feel less convenient to you, but it will help us recruit new members and leaders which will strengthen our PTA overall. Won't it be nice if we can find some new families who want to support our work and lighten our loads?
- I know the library is farther away from your home, but you can also use our PTA meetings as an opportunity to return books and pick out new ones.

### *...those parents won't show up anyway...*

Sometimes families resort to deficit-based thinking about other groups. This means they may be inclined to underestimate other groups of parents or assume the worst. Try to remind everyone that it's important not to judge others.

**Example:** You're designing an event that is geared towards the interests of a specific subset of your school population.

You can say...

- We don't know who will show up to the event until we host it! All of the families at our school care about their kids and want to feel part of the community. Let's give everyone the opportunity to participate.
- It's possible we won't get a good turnout, but that's a risk we take when we host any kind of event. Let's do our best to spread the word and follow up with families individually to help ensure we have good attendance.

*...stop getting so political about this...*

Families may try to argue that working towards creating a more diverse, equitable and inclusive PTA is a political issue. They may insist that a “color-blind” approach best serves all children.

**Example:** You’re hosting a training on engaging refugee families and members of your board are resistant, advocating that PTA dollars should only be used for programs that impact all children.

You can say...

- PTA’s mission is to make every child’s potential a reality. Some children need more support and services to achieve their full potential, because they don’t have the same privileges or access to resources as other families.
- National PTA is a non-partisan organization and our mission is inclusive to all children, as outlined in our [commitment to diversity, equity and inclusion](#) in language that is not political.
- Meeting the needs of our refugee families—as well as other populations who have been marginalized—helps to support all of our children and families by creating a strong, tight-knit community that we all can enjoy.
- At PTA, it’s our job to serve all children, but that doesn’t mean every activity needs to serve all children directly.

