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About RootEd

RootEd is a parent-led, grassroots organization that promotes neighborhood public schools through storytelling, advocacy, and education. We believe a strong public school system for all children creates a robust economic and well-connected community.

How do you work with PTA? And how are you different?

Our goal is to get more parents in the door through marketing the unique characteristics of each school. Once there, PTAs can provide opportunities for further parent involvement.

What We Do

- ✓ Promote our neighborhood schools through storytelling and marketing
- ✓ Dispel myths about public schools through conversations and introducing parents to their neighborhood schools
- ✓ Ensure parents understand the truth about public school funding and what it means to them personally and to our community
- ✓ Provide parents a search option for information on neighborhood schools using the hashtag #RootEdNameOfSchool

Use the Rooted Hashtag to Promote Your Campus

Add #RootEdNameOfSchool to your social media posts. When you search for a school using the RootEd hashtag (#RootEdNameOfSchool), it allows parents to see stories from all sources including school staff and parents at the neighborhood school. This gives you the true story of what is going on in a school instead of false information. The best source of information are people involved in the school.

Rooted's Tips: How to Market Your Campus to Parents

RootEd uses Representatives in schools, who are usually a parent or staff member, to help share the stories of their neighborhood school. They promote the school in many different ways such as preschool events, future high school football games, and community events. RootEd Reps work with the schools to help advertise events and think of creative ways to get families to tour the schools. RootEd believes that if we can get parents to the door, they'll get to see what makes our neighborhood schools special.

How to Start a Rooted Chapter at Your Campus

If you would like to have RootEd in your district, contact RootEd at: <http://bit.ly/rootsurv>.

We will contact you at that point regarding our RootEd/District contract.