



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.

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

FAQ's:

- How are we different from PTA? Through marketing the schools our goal is to get more families into the doors of our schools. Once there, PTA will get parents involved in the schools.
- Does it cost anything to be RootEd? No, we are a non-profit that does not have memberships.



What we would like you to do:

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.

