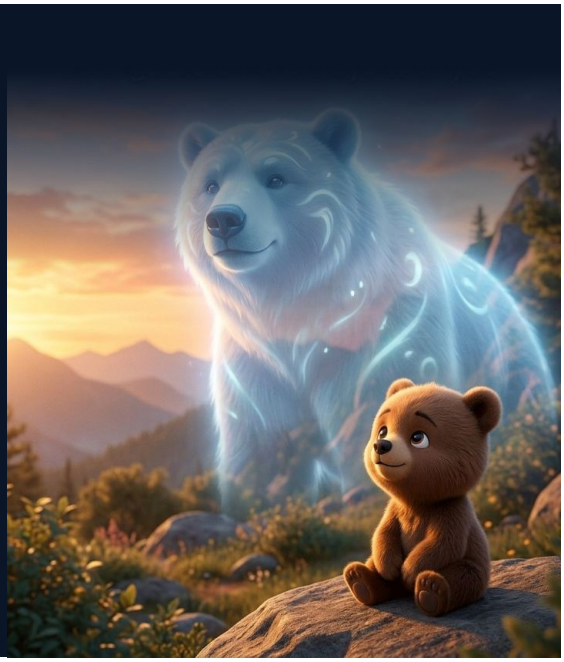
STAND UP AND SPEAK UP | PTA / PTO SPONSOR PACKET

Most bullied kids never tell anyone. Your PTA can make it easier.

Everything you need to bring a confidential way to speak up to your school: the ask, a board script, a path to yes, and answers to the questions you will be asked.



School: *[School name]*

PTA / PTO: *[PTA / PTO name]*

Prepared by / date: *[Name]*

The ask

Sponsor one year of Protect for your school. Confirm price, term and what is included in writing with Active SOS before any payment.

The path

Parents, principal, demo, approvals, vote, launch.

The tools

Board script, sample motion, FAQ, letters, checklist.

Start with a 30-minute demo: activesos.com/demo

The ask, on one page

The problem

Most bullied kids never tell an adult. They stay quiet because they fear payback, do not want to be seen as a tattletale, or do not know who will listen. Adults cannot help with what they never hear about. About 1 in 5 high school students reported being bullied at school in the past year (CDC, 2023 Youth Risk Behavior Survey).

What Protect does

- Each school gets its own texting number, QR code and web page, plus an app option. Students choose how they want to tell.
- Staff the school chooses see each report in one dashboard, time-stamped, with patterns across reports.
- Texts are confidential, not anonymous: staff who review reports can see the sender's phone number. On the QR/web page, name and number are optional.
- Protect does not track students and has no background location. Location is shared only with an alert or when a student allows it.
- Built to cover cyberbullying as well as what happens at school.

> **Not a 911 replacement.** It does not replace the school's safety plan, and the school owns the response to every report.

What the school does, and what the PTA does

The school

- Runs the process
- Decides who has access and who reviews reports
- Protects the reporter's name

The PTA

- Funds the year (once the school agrees)
- Helps families know about it
- Never sees reports

Five minutes at the board meeting

Read it as written or make it yours. Fill in the blanks before the meeting.

Time	Say
0:00 Open	“Think about the last time you asked your child how school was. If the answer was 'fine,' you are like most of us. Most bullied kids never tell an adult, not because they do not trust us, but because they are afraid it will get worse.”
0:30 The gap	“Our teachers care. What many schools lack is an easy, safe way for a student to tell someone. About 1 in 5 high school students report being bullied at school in a year, according to the CDC. We cannot help with what we never hear about.”
1:15 The tool	“Protect gives our school its own texting number, QR code and web page. Students choose how to tell. Staff the school chooses see the report in a dashboard. It is confidential, not anonymous, so the school can follow up, and the school protects the reporter's name. It is not a 911 replacement and does not replace our safety plan.”
2:15 The ask	“We are asking the board to sponsor one year of Protect, pending written confirmation of price and terms. The school stays in charge of the reports. We never see them. We start by meeting the principal, and nothing is spent until the school and district approve.”
3:15 If they ask	**Will it stop bullying?** No tool does that alone. It gives students an easier way to tell and gives staff earlier information. **Why does the PTA pay?** Budget cycles are slow. A sponsorship lets the school start without waiting for a line item. **What about privacy?** The school keeps ownership and control of report data.

Sample motion. “I move that the _____ PTA/PTO authorize up to $_____ to sponsor one year of Protect at _____, contingent on written approval from the principal and, where required, the district, and that _____ be authorized to coordinate with Active SOS.”
Smaller first step: endorse a parent petition and a principal meeting now, and hold the funding vote until the school says yes. Ask Active SOS about a pilot.

The path to yes

1 Talk to parents
Share the how-to card and parent guide. A short parent petition shows the principal there is demand.

2 Meet the principal
Ask for 30 minutes and bring the one-page ask. Offer a demo.

3 Book a demo
Active SOS walks the school team through the portal and the student options.

4 Get approvals
The principal, and where required the district, approve before any payment.

5 Board vote
Use the sample motion, with the cap and the conditions.

6 Launch
Follow the school launch checklist. The PTA helps families know how to use it.

Letter to the principal (template)

Dear _____,

Our PTA/PTO would like to help _____ School give students a quick, private way to tell staff when something is wrong. We have reviewed Protect, which offers a texting number, QR code and web page, and app option, and leaves the response with the school. We would like to sponsor one year, if the school agrees. May we meet for 30 minutes, and could we invite Active SOS to show you a short demo?

Thank you for everything you do for our students.
_____, PTA/PTO

If someone is in danger right now, call 911. If you or a friend is thinking about suicide, call or text 988.