



Questions? Need support
or help judging entries?

E-Mail Beth McPhillips at
WNYReflections@gmail.com

STEPS TO GETTING STARTED:

- o **STEP 1: Enroll your PTA** in the Reflections Program [HERE](#)
- o **STEP 2: Promote your program!** Share the Reflections Flyer with your student community. **Students may submit up to one entry per category.** All artwork must be the **creation of ONE student ONLY**. When accepting entries, keep in mind that digital submissions are required at the regional level.
 - **Local Unit Judging***
 - Include your Unit's deadline and Reflections contact person on the flyer available [HERE](#).
 - Share the Entry Form with your prospective artists.
 - o Hard copy entries: PDF is available at <https://tinyurl.com/WNYReflections-EntryForm>
 - o Digital Submissions: Usable Google Form available to copy [HERE](#).
 - **Parent/Guardian Submission** - If your local unit does not offer a formal Reflections Program, parents/guardians of student artists may submit entries directly to the Western Region. Consider communicating this opportunity with your community by sharing the flyer available [HERE](#).
- o **STEP 3:** Collect and judge your entries. Make sure each submission follows the [rules](#) and includes a completed hard copy or electronic Entry Form (with Artist Statement).
- o **STEP 4:** Celebrate your local artists! Announce winners on social media and your PTA website. Host a recognition event and showcase student artwork in your school.
- o **STEP 5:** Advance winning entries to the Western Region by **Friday, December 12th (11:59 pm)**.

ENTRY FORM AND ARTWORK SUBMISSION: Regional entries MUST BE submitted electronically.

Units can submit entries:

- o In bulk, using the sample Google Spreadsheet available to copy [HERE](#) (be sure all linked entries are set to SHARE - "Anyone with the link" **OR**
- o Submit entries using the region's online submission portal available on the Western Region PTA's website at <https://tinyurl.com/WNYReflections>.

*Need assistance judging your local entries? Please contact Beth McPhillips at WNYReflections@gmail.com.

Instructions for creating your digital online submission portal:

1. Sign in to your Gmail account. [If you do not have a Gmail account, please create a free account at <https://accounts.google.com/signin>.]
2. Create your PTA/Unit's online submission portal by creating a copy [HERE](#)
3. Select the "Make a Copy" button.
4. Click "Restore" to create your Uploads Folder. This folder will be used by your Google Form to store all digital artwork uploaded by your artists.
5. Make modifications to the Google Form. Recommended changes include:
 - Adding your PTA unit's name to the title of Section 1 (i.e., **ABC** PTA Reflections Submission 2025-2026).
 - Personalize your message to students.
 - Choose and change your unit's deadline to meet your unit's requirements.
6. DO NOT make changes to form elements marked "Required" (Marked with the *)
7. DO NOT make changes to the rules listed in Section 2.
8. Be sure to Click on "Settings" to modify the "Confirmation Message" your entrants will receive when submitting artwork through your portal. This can be found under Settings>Presentation>Confirmation Message. Choose "Edit" to modify the name of your contact person and their email address. (We recommend avoiding making changes to the other general form settings.)

YOUR UNIT'S ONLINE SUBMISSION PORTAL IS NOW READY TO RECEIVE ENTRIES!!!

NOW WHAT??? CREATE YOUR FLYER!

1. Click on the eyeball in the upper right corner of your Google Form to "Preview" your portal.
2. Click on and highlight your form's web address and hit CTRL C (this will copy the address)
 - a. The address will look something like...
https://docs.google.com/forms/d/e/1FAIpQLScIBCWVx9mn7BaNaCMwYm3UsYhwj7EqaBM8xgMp_UtqgKnxQA/viewform
 - b. Let's make this site easier for your artists to find by creating a tinyurl link!
3. Go to <https://tinyurl.com>
4. PASTE the web address for your portal in the field labeled "Enter Long Link Here" (CTRL V)
5. Under "Customize your link" – create an easy to remember link in the "Enter alias" box.
 - a. **BE SURE TO begin the link with the CURRENT school year.** THIS IS **IMPORTANT** to ensure you can create a unique and useable link in the future.
 - b. We recommend – 25-26**ABC**Reflections (where ABC is your school/PTA name)
 - c. Alias' may not exceed 30 characters
6. Create a copy of the Reflections flyer [HERE](#).

7. Add the following to your flyer:
 - a. Submit entries to... **list your Reflections Chairperson**
 - b. “by... at...” –**add the date and time for your Unit’s deadline!** Make sure it reflects the deadline you have listed on your Google Form’s submission portal.
 - c. Last, **add your Tinyurl alias** so your artists can access your portal!
8. Be sure to provide your student artists with the following information for them to complete their student entry form OR provide them on the Google Form:
 - a. School Name (i.e., ABC Middle School)
 - b. Local PTA Unit Name (i.e., ABC Middle School PTA)
 - c. Your Unit’s National PTA Unit ID (Click here to [Find Your PTA Unit ID](#))
 - d. Your Unit’s NYS Unit Code (Click here to [Find Your PTA NYS Unit Code](#))
 - e. Your Local PTA Reflections Chairperson’s Name, Email Address, and Phone Number

That’s it!!! You are ready to share your flyer with your students and promote the competition.

Looking for resources to share this excellent opportunity with your student body and community??? Check out the following links to access promotional materials:

Printable Promotional Material

Download and customize the Call for Entries Posters to include due dates and other important participation information.

8.5x11 Posters

- Fillable Poster ([English](#) | [en español](#))
- Poster - BW ([English](#) | [en español](#))
- Poster - No URL ([English](#) | [en español](#))

11x17 Poster

- Fillable Poster ([English](#) | [en español](#))

17x22 Posters

- Fillable Poster ([English](#) | [en español](#))
- Poster - No URL ([English](#) | [en español](#))

Social Media Graphics

Share these materials to promote Reflections on your social media accounts and newsletters.

- Theme Text (**English | en español**)
- Theme Text - No Tagline (**English | en español**)
- Instagram (**English | en español**)
- X Twitter (**English | en español**)
- Facebook Cover (**English | en español**)
- Facebook Post (**English | en español**)
- Zoom Background (**English**)
- Newsletters/Web Ads 200x200 pixels (**English | en español**)

Logos and Category Images/Icons

- **Reflections Logo**
 - **Dance Choreography**
 - **Visual Arts**
 - **Photography**
 - **Music Composition**
 - **Literature**
 - **Film Production**
-

PROMOTIONAL SUMMARY

Attention Artists!!! This year's PTA Reflections contest is here! Students in Grades K-12 are welcome to participate in this fun NATIONWIDE program and are encouraged to use their artistic talents to create a piece of artwork inspired by this year's theme: **"I Belong!"** Students may submit artwork to one or more of six artistic categories which include: Literature, Visual Arts, Photography, Film Production, Dance Choreography, and Music Composition. Projects will be objectively judged in the areas of Technique, Creativity, and Interpretation of Theme. Submissions are **due no later than [YOUR DEADLINE HERE – i.e., Monday, December 1st by 11:59 pm]!!!** Keep an eye out for more information coming home via EMAIL and flyer.

NEWSLETTER SUMMARY

Is your child looking for a creative outlet? Your PTA is participating in the National PTA Reflections Art Competition. Have your child reflect on the theme "I Belong!" then create a work of art to showcase her/his ideas. The artwork can be visual art, musical composition, film production, photography, literature, and/or dance choreography. Details can be found at [YOUR WEB ADDRESS HERE]. Entries are due by [YOUR DEADLINE HERE] at 11:59 PM.

PROMOTIONAL LETTER

Attention [YOUR SCHOOL NAME HERE] Artists!!!

The 2025-2026 National PTA Reflections competition is here! Students in Grades [YOUR GRADE LEVELS HERE] are welcome to participate in this fun NATIONWIDE program and are encouraged to use their artistic talents to create a piece of artwork inspired by this year's theme: **I Belong!**

Students may submit artwork to one or more of six artistic categories which include: Literature, Visual Arts, Photography, Film Production, Dance Choreography, and Music Composition. Projects will be objectively judged in the areas of Technique, Creativity, and Interpretation of Theme.

Projects and entry forms are **due no later than [YOUR DEADLINE HERE]!!!** Please be sure to include a meaningful "Title" and "Artist Statement" with *each* entry. The Artist Statement should communicate what inspired the work and how it relates to the theme and the artistic content.

Winning entries will move on to the regional competition which will be judged in late December before moving on to the New York State level of competition. The Western Region PTA has had four students recognized at the National Competition! EVERY ARTIST will receive a Certificate of Participation in appreciation of their hard work!

Please email questions to the Reflections Chair [YOUR NAME HERE] at [YOUR EMAIL ADDRESS HERE]. We are looking forward to seeing our [YOUR SCHOOL NAME HERE] students putting their artistic talents to good use.

Best of luck to each and every competitor!!!