

SOUTH CAROLINA **PTA**[®] *everychild.onevoice.*[®]



Membership Workshop
District 1 Training
Thursday, Aug 2, 2018



Agenda

- Why???
- Beginning of the year procedures – what is the Membership Chair's role?
- Best practices in developing and executing successful membership campaigns
- Membership benefits
- MembHub Tracking
- Incentives, recognitions, awards

WHY does it matter?

Membership is important because members are the backbone of this association.

PTA stands for every child, one voice.

Members represent and speak for *every* child.

Strength in numbers – one person CAN make a difference and a room full of people can make **CHANGES!**

WHY me?

Every PTA Leader should be able to tell why they joined PTA.

Was there a deciding moment or event that made you join? Why do you STAY involved in PTA?

Think of a 3 minute “elevator speech” that captures someone’s attention, let’s them understand the value of PTA and INVITES them to join.

Example: I joined PTA because I wanted to be involved in my child’s education. I wanted to help my teachers by providing them the support & resources they needed to help not only my child, but the entire classroom. Through PTA, I have learned much more about how the school & district operate and how policies affect our classroom and my child. By being involved, I can have a long-range, positive effect on my school and beyond for years to come. I care about the future of **our** kids. Joining PTA shows your child, teacher, principal and superintendent that you care, too.

WHY you?

Make joining PTA the thing to-do for all your parents!

- Highlight what your local unit has done and will do this year and why it's important to have every parent's support.
- Value = What's in it for me?

The opportunity to support the efforts of this PTA in *supporting* your child and all the other children of this school, district, state and nation.

(A few trinkets or coupons to local retailers won't hurt either.)

Value of PTA

Why Parents Need PTA

- Get Connected - What is happening at your school
- Discover Great Resources - Variety of programs for parents and students
- Tap into a Network - Meet other parents and teachers, building rapport, sharing ideas, concerns and experiences
- Watch yourself grow - Utilizing your talents and hobbies for the cause of your child and all children in the community
- Witness improvement - Helping make positive changes through advocacy and playing a role in fundraising for curriculum-based events
- Be a Role Model - Demonstrate the importance you place on education
- Enjoy Substantial Benefits - Host of Benefits including discounts and offers from [member benefits providers](#) and sponsors

Value of PTA

Engaging National Programs

- Reflections
- Connect for Respect
- Family Reading Experience
- Teacher Appreciation Week
- Grants
- Every Child in Focus
- Healthy Lifestyles
- Schools of Excellence
- Advocacy

What programs/traditions does your Local Unit provide?

Grandparent's Day

Reading Events

Carnival

program

Fun Runs/Health challenges

Veteran's Day celebration

Donuts with Dad

W.A.T.C.H. Dogs

Field Trip Sponsorships

Value of PTA

Why Schools Need PTA

- **Harnessing the Power of Volunteers:** Dedicated volunteers ready to help implement improvement programs
- **Improve Communication:** School newsletters and fliers to keep the school community informed
- **See Measureable Results:** 85 studies done within 30 years showing improved test scores, higher grades, and increased attendance.
- **Discover More Dollars:** Generating membership fees to pay for programs since local PTAs are self-funding.
- **Boost Children's Well-Being - PTAS** focus on students' needs for success in learning, nutrition, health, safety, physical fitness, and general well-being

National Benefits of PTA Membership for Individual Members



MetLife
MetLife Auto & Home®

Quicken Loans®
Mortgage Insiders Program

BOXED

Hertz®

Check pta.org for details

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WHY dues?

Membership Dues Breakdown of typical local unit dues, \$5 per member:

National - \$2.25

Pays for all resources provided by national association

PTA.org, ptakit.org, Facebook, Twitter, Pinterest, Instagram, blogs, *Our Children* digital magazine, ready-to-go programs

State - \$1.00

Essentially pays for training all local leaders; state level Reflections recognition

Scpta.org, Facebook, Twitter

District – flat fee based on number of members

Pays for additional Local training, awards ceremonies, Reflections

Local - Remainder

Local dues should not be relied on as a fundraiser! Budget this income for membership expenses – general meeting expenses (refreshments?), membership incentives (raffle prizes, lunch for faculty, prizes for classes reaching goal), registration fees for leadership training (Convention)

WHY track?

Tracking membership allows YOU to:

- Communicate with your members
- Know who has joined (your demographics)
- Ask for *renewing* members next year
- Have only paid members vote on PTA issues
- Find potential future leaders

Getting Started – Membership Chair's Role

- Building a membership committee
- Create attainable goals
- Collecting and tracking dues
- Providing membership reports to your Board, District 1 PTA and South Carolina PTA
- Apply for Membership Awards
- Timely, accurate communication with other committees and officers



Membership Committee

- Your entire Board should be on board, including your Principal
- Your Team should be made up of outgoing, enthusiastic, positive people who enjoy talking to parents
- Create attainable goals
- Plan a Theme or use a tag line
 - Caterpillar to Butterfly contest, classes represented by caterpillars turn into butterflies when reaching 100%
 - “Membership has it’s privileges”
- Year round membership plan
 - Creating
 - Implementing
 - Assessing
- Retention Strategies
 - How to keep members



Delivering your PTA invitation

- Membership table – Meet the Teacher, Schedule Pick-Up, 1st PTA meeting, 1st day back for teachers
- Newsletters
- Fliers
- eBlasts
- Phone Blasts – ask your Principal to include a plea in her/his message
- Website
- Social Media
- ASK face-to-face

Launching a Successful Membership Campaign



Parents

- Table set up at Meet the Teacher/Back-to-School events
- Have displays highlighting events PTA sponsors throughout the year
- Give the membership campaign as much or more focus & hype as a fundraiser
- Keep progress “thermometers” displayed around school and update progress regularly; give updates on announcements, phone blasts, social media
- Don’t forget Grandparents and caregivers!

Faculty

- Meet with your principal to ask for their support – joining PTA can be an expectation of all staff
- Offer incentives for teachers to join – drawings for gift cards, FOOD – breakfast or lunch to celebrate 100%
- Have an “I Joined!” sign over teacher’s door
- Offer support throughout the year: teacher grants, snacks for faculty meetings

Launching a Successful Membership Campaign



Community Members

- Welcome local business partners to special events (lunches, concerts, plays, etc.) and ASK them to join
- Remember to include your School Board Trustees and local elected officials
- Local Homeowner's Associations or community centers can be good places to recruit additional members
- Ask neighborhood places of worship
- Ask After school programs
- Any artists-in-residence or guest speakers – ASK them to join or present them with gift memberships
- Neighborhood doctors, dentists, orthodontists can be business partners AND PTA members – don't forget to ask!

Theme Ideas

- Cross Country Race
 - Find a sister PTA in another state. Have a competition to see which one can reach other's city first. Each membership give the group 10 miles.
 - Students get involved and learn a bit of geography.
- Gumball Contest
 - Each classroom gets gumball machine to fill up. Each membership is one gumball.
- PTA is Great!
 - When a new member joins, ask them to complete the sentence..."PTA is great because..."
 - Put the responses in the hallways for the kids to see them.
- Other ideas:
<http://www.frederickpta.org/sites/default/files/31MembershigThemelIdeas.pdf>

Incentive Ideas:

- Free trinkets for membership
- Coupons to local restaurants or points of interest for members
- Class competitions with prizes for first to 100% (special lunch setting or lunch with Principal, frozen yogurt party, extra recess)
- Boys vs. Girls competition
- Entry to dances with paid membership
- Discount at school store with membership
- Drawings at PTA meetings (spirit wear, yearbooks, front row seating or reserved parking for concerts)
- For high school senior who join, one extra ticket to graduation exercise

Maintain Momentum

- Organize another membership drive
- Plan to start right after the holidays when potential members refocus.
 - Pick a unique theme for each membership drive
 - Jan: "New Year's Resolutions" theme
 - Feb: "We HEART our PTA Members"
- Consider how you are asking for help
 - Tie volunteer opportunities to outcomes
 - "400 children and families had a blast in 2017. We're shooting for 500. Help us reach build a better 2018." VS "We need volunteers for the Spring Fair."
- Look for ways to help people say "YES"
 - Breakdown into smaller jobs
 - Find ways people can help from home

Time to Share!

What are you doing to help drive memberships in your school that you can tell us about?

Please be sure to share your ideas on the

[SC D₁ PTA Facebook Page!](#)

Membership Chair's Responsibilities

Complete Membership Report online at www.scpta.org, upload your Membership Database to MemberHub and ask your treasurer to send membership dues through WePay to SCPTA:

October 1

December 1

March 1

Optional reporting dates (challenges/awards):

September 1

February 1

Membership Chair's Responsibilities

How to collect member information:

- Google Forms – convert information into Excel spreadsheets
- Excel template
- Paper forms

Examples are on the scpta.org website

Information needed:

- **First name, last name**
- **email address and/or cell phone number**
- **Note if member is a parent, teacher, student or other**

Units are encouraged to collect data directly from members electronically vs. keying in data from paper forms

Important Membership Information



Required information for membership goals and awards.

2016-2017 MONTHLY LOCAL UNIT MEMBERSHIP & DUES



Date ____ / ____ / ____

PTA/PTSA Name (as indicated on your Bylaws or Charter) _____

Address _____ City _____, SC Zip _____

*8-digit PTA ID #		*Bylaws Expiration	/ /
*Unit Federal EIN		*SCPTA District #	
Number of Teachers + Administrators **		Teachers + Administrators enrolled this report	
		Other Members Enrolled this Report	+
10 th Day Student Enrollment ***		TOTAL Enrolled this Report	=
		(State dues = \$1.00, National Dues = \$2/25)	x \$3.25
		TOTAL MEMBERSHIP DUES this Report	=

Membership Awards

- ❖ Local units are recognized during the annual SCPTA convention.
- ❖ The majority of the membership awards do not require an application.
- ❖ A great way to recognize local units' efforts in promoting membership.
- ❖ See Awards Guide at scpta.org for unit recognitions



Membership Awards

- ❖ While we would like every school to have 100% membership, we know this is not realistic for most schools.
- ❖ We would rather you have an active, productive unit using your funds to provide programs for your students and parents then paying for memberships to reach 100%!
- ❖ 100% faculty membership is realistic. You can include staff memberships as part of your faculty membership numbers so you could have over 100% membership.

TRACKING MEMBERSHIP

SCPTA has partnered with MemberHub.

With MemberHub, Your PTA will:

- Have one easy login for *all* communications
- Strengthen communications with parents and the rest of your school community
- Receive online payments for dues and other items
- Manage all PTA good standing requirements and officer changes
- Use signups for volunteer time slots or needed items with built in reminders
- Email and/or text targeted audiences from everyone to one class to one person
- Share files and photos in a secure environment
- Organize your school calendar and automate event reminders
- Access a private online school directory
- Raise money for your PTA with SponsorShare
- Install the MemberHub app on your smartphone for info on the go

When your PTA leaders turn over, we're still here!

[MemberHub video](#)

TRACKING MEMBERSHIP

Local units are required to fill out a membership report online at www.scpta.org, pay membership dues per membership sold and upload your membership to MemberHub 3 times a year. Your membership list should include:

- First name, last name
- email address and/or cell phone number
- Note if parent, teacher, student or other

QUESTIONS?

SOUTH CAROLINA

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