

# SOUTH CAROLINA **PTA**<sup>®</sup> *everychild.one voice.*<sup>®</sup>



**Membership and Field Services**  
Membership Workshop  
Summer Leadership Training 2016

# 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**
- **Membership Tracking and cards**
- **Incentives, recognitions, awards**

# WHY?

- Why is membership important?
- Why do YOU do PTA?
- Why should I join PTA?
- Why do we keep track of our members?
- Why do we pay dues?
- Why isn't our school a PTOther?

# 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.

# 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, school district, state, and the nation.

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

# Value of PTA

## Engaging National Programs

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

What local programs/traditions does your Local Unit provide?

Grandparent's Day

Reading Events

Carnival

Fun Runs/Health challenges

Veteran's Day celebration

Donuts with Dad

W.A.T.C.H. Dogs program

field trip sponsorships

# What is your PTA's *Return on Investment* to members?

- Do you know what your members' needs are?



Take a poll or survey parents to learn what their concerns are. What would they like to learn more about? What would they like to improve? What bothers them?

- Are you responding to your members' needs?



Are you offering guest speakers, lunch & learns, opportunities to discuss with the principal or school board? Do you provide links to informative websites or provide easy-to-read overviews of Hot Topics? Do you offer tips to communicate with teachers? Do you provide childcare for teacher conferences or dinner before PTA meetings? Is it easy for volunteers to get involved with committees or start new initiatives?





People join when they feel an association can solve a problem for them.

They will *renew* when the association has successfully solved the problem, engaged them, and made them feel good about being a member.

# WHY track?

Tracking membership allows YOU to:

- communicate with your members
  - New in 2016-17: SCPTA launches a database management system with MemberPlanet. NO ADDITIONAL work or expense for local units!
- Know who has joined (your demographics)
- Ask for *renewing* members next year
- Have only paid members vote on PTA issues
- Find potential future leaders

# 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 (if applicable)**

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 PTA?



The biggest difference between PTA and other parent groups is our mission:

*To make every child's potential a reality by **engaging** and **empowering families** and communities to **advocate for all children**.*

Our focus is on every child, not just the children in one school.

We train parents and teachers how to manage a non-profit AND how to speak for America's children.

# Getting Started – Membership Chair's Role

- Building a membership committee
- Collecting and tracking dues
  - Required reporting dates to SCPTA:  
Oct. 1, Dec. 1, March 1
  - Optional reporting dates (challenges):  
Sept. 1, Feb. 1
- Providing membership reports to your Board
- 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
- 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
- Action Steps to target and attract new members



# Delivering your PTA invitation

- Membership table – Fact & Fee nights, 1<sup>st</sup> PTA meeting, 1<sup>st</sup> 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 Fact & Fee nights/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 cont.



## 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!

# Incentive Ideas:

- **Free Kona Ice at Fact & Fee 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**

# National Benefits of PTA Membership for Individual Members



Check [pta.org](http://pta.org) for details



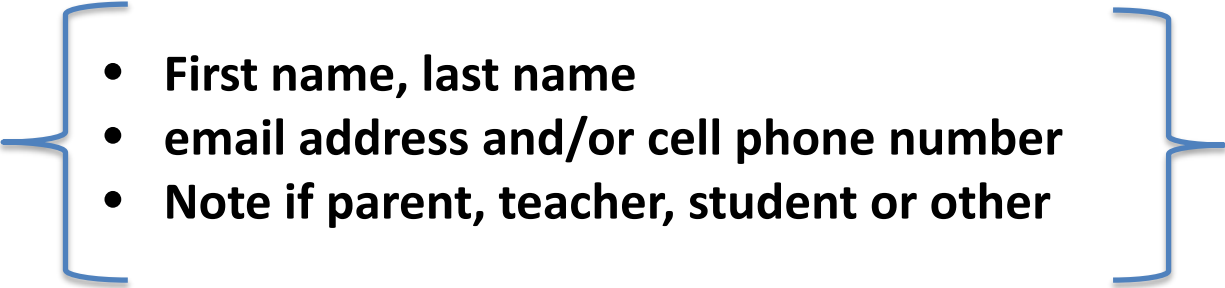
life.simplified.

## TRACKING MEMBERSHIP

**SCPTA is excited to announce our partnership with MemberPlanet, a membership, engagement, communication, and fundraising website that will manage our state database.**

**During this phase-in implementation, local units will not have to do any additional work.**

**Local units are required to submit with your membership dues reports an EXCEL document to SCPTA\* of your members with contact information:**

- 
- A large blue curly brace on the left and a smaller blue curly brace on the right, both pointing towards the list of requirements.
- **First name, last name**
  - **email address and/or cell phone number**
  - **Note if parent, teacher, student or other**

**\*Your district may require the lists come to them first**

## How to collect member info:

- **Google Forms – convert info into Excel spreadsheets**
- **Excel template**
- **Paper forms**

**Examples are on the [scpta.org](http://scpta.org) website.**

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

## TRACKING MEMBERSHIP CONT.

- **Your unit's members will be populated into the MemberPlanet database. You do NOT have to reformat or upload, just forward your Excel document(s) to the state office**
- **Once your members are in the system, you will be able to invite them to create a profile and access a DIGITAL MEMBERSHIP CARD on their PHONE.**
- **Digital membership cards can be shown at meetings when votes are taken, be presented for admission to events, shown for discounts at the school store, etc.**

## TRACKING MEMBERSHIP CONT.

- **In the event a member requests a paper membership card or does not want to participate in MemberPlanet, Membership chairs/presidents will be able to print cards as well.**
- **TRAINING WILL BE PROVIDED and there will be customer support**
- **Moving forward, once members are entered into the system, units will be able to *renew* memberships. Members may also be able to pay dues online. Online payment will provide instant access to membership cards.**

*Show MemberPlanet video*

# Membership Awards

- ❖ Local units are recognized during the annual SCPTA convention.
- ❖ This year, each local unit has a unique membership goal.
- ❖ The majority of the membership awards do not require an application.
- ❖ A great way to recognize local units' efforts in promoting membership.





# 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 <sup>th</sup> Day Student Enrollment ***		<b>TOTAL Enrolled this Report</b>	=	
		<b>(State dues = \$1.00, National Dues = \$2.25)</b>	x	<b>\$3.25</b>
		<b>TOTAL MEMBERSHIP DUES</b> this Report	=	

# QUESTIONS?

# Contact Information:

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