

## SCPTA Award for Excellence in Membership Promotion

Form must be completed and all award criteria answered to be considered for judging. Application must be postmarked by March 1. This award will be presented at the annual SCPTA State Convention.

Name of Local PTA/PTSA Unit \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_, SC Zip Code \_\_\_\_\_

School Website \_\_\_\_\_ PTA District # \_\_\_\_\_ Council \_\_\_\_\_

Name of PTA President \_\_\_\_\_ Phone # \_\_\_\_\_

Elementary School  Middle School  High School  Other \_\_\_\_\_

10<sup>th</sup> Day Enrollment \_\_\_\_\_ SCPTA Unit Membership Goal \_\_\_\_\_ Membership reported on Mar.1 \_\_\_\_\_

Was your membership goal based on retention or increase? \_\_\_\_\_

**Award Criteria** \_\_\_\_\_ **Points**

Membership drive theme \_\_\_\_\_ **5**

Why is your school a PTA? \_\_\_\_\_ **5**

Indicate which of the following resources were used in your membership development (one point each):

**20**

- \_\_\_ National PTA “Back-to-School Kit”
- \_\_\_ Completed National PTA’s eLearning online courses
- \_\_\_ SCPTA Website, “Membership Information & Ideas”
- \_\_\_ Attended summer SCPTA training workshop
- \_\_\_ National PTA’s Communications email and/or *Our Children* online magazine
- \_\_\_ PTA flier – “Connect with your Child’s School & Community”
- \_\_\_ PTA flier – “You are Your Child’s Advocate”
- \_\_\_ PTA flier – “15 Things You can Do to Engage in Your Child’s Education”
- \_\_\_ PTA flier – “2016 Member Benefits”
- \_\_\_ PTA flier – “Membership Marketing – Join Today’s PTA”
- \_\_\_ PTA poster – “Today’s PTA”
- \_\_\_ PTA template – “PTA Engagement Activity Planning Template”

ADVOCATE

EDUCATE

SUCCEED

# **SOUTH CAROLINA PARENT TEACHER ASSOCIATION**



- PTA materials in Spanish
- A membership survey
- "Join PTA" posters/banners
- PTA yard signs
- PTA membership buttons/stickers
- PTA membership updates via bulletin boards or in-school TV
- phone blasts or email messages
- social media (Facebook, Instagram, etc)

**Using no more than one page, 8½" x 11", double spaced font size 12, describe how you involved the community (business partners, grandparents, local agencies) in your membership development. 5**

**Using no more than one page, 8½" x 11", double spaced font size 12, describe how the principal and faculty assisted in your membership development efforts. 5**

**Using no more than one page, 8½" x 11", double spaced font size 12, describe how you recruited faculty and school employees to join your PTA. Include any special incentives or benefits offered. 10**

**Using no more than one page, 8½" x 11", double spaced font size 12, describe your membership development. Include how you collected dues, used publicity and incentives, and tell how your theme was used. Include unique challenges your unit faces: school size, economics, special populations, etc. You may include one page 8-1/2 x 11 of photos to support your application. 50**

**One elementary school-level winner, one middle school-level winner, and one high school-level winner will be selected from all applications submitted by March 1.**

**Mail this form with attachments (no more than four pages) to the address below.  
Envelope must be postmarked by March 1 to be eligible for judging.  
Late entries will not be judged.**

**ADVOCATE**

**EDUCATE**

**SUCCEED**

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