



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 _____

10th 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”

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- 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.**

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