

Email send Aug. 17, 2016

PTA Back-to-school Membership News

And we're off!

I hope everyone's first days of school are smooth and stress-free!

First and foremost - THANK YOU for serving as a PTA leader. You are providing a huge service to our children and their parents. By putting in the hours you do, you are providing the means for ALL parents to be involved in their children's schools. Parents working with teachers makes an unbeatable team!

If you were able to attend training during the summer, THANK YOU again! Your time is valuable and arranging your schedule to prepare for this school year over the summer is greatly appreciated. If you were unable to attend training sessions, let's make sure you are up to speed.

I wanted to pass along a few notes to make sure everyone has the tools to do their job well during this peak period of PTA membership recruitment.

- National PTA's Back-to-School Kit - register online to get access to this free, *digital* resource jam packed with resources, templates, flyers translated in Spanish, ideas, etc. www.ptakit.org
- **eLearning Courses** - National PTA provides free, online training courses that average around 30 minutes each, that you may take on your own time, from the comfort of your home (or in the carline on your phone!). You will need to set up a Profile account on the National PTA website, then search for "eLearning Library". There are courses in PTA Essentials, PTA Nuts & Bolts Series, & Leadership Enhancement. Yes, there's even one on "Membership Basics"
- **SCPTA.org** - check out the state's website and click on "Membership Information & Ideas". Here you'll find the Powerpoint presentation from this summer's regional trainings with hand-outs, tips for increasing membership, as well as a sample membership form and the newly revised dues reporting form.
- Don't forget about SCPTA's **100% Faculty Membership Challenge!** Special recognition is being given this year to units that hit this impressive milestone by **September 1**. Submit your list of teacher members along with amembership report & dues for your staff members by Sept.1 for a chance at prizes, state recognition and a personal note to your principal from SCPTA. Not sure how to figure your number of teachers needed to reach 100%? Your "magic number" is equal to the number of teachers (those who give students grades) + principals. Please invite all additional staff members to join too, but they are not "counted" towards your magic number. Please email ypmembership@scpta.org if you need help with this. The first regular membership reports is due OCTOBER 1.
- **Tips** for a Successful Membership Recruitment campaign - see the attached for ideas. To goal is to *improve* every year. This year, the state membership recognitions/awards will be based on your unit's **percentage** of membership based on your student enrollment, not just on the number of PTA members signed up. Recognition will also be given to the units with the greatest **improvement increase**. Each unit has a specific membership goal to reach as well. If you do not know what your unit's goal is, please check with your District. ALL units should strive for 100% faculty membership; all units reaching 100% faculty membership by March 1 will be honored at the spring annual convention.
- **Members lists** - All units are required to submit a list of paid members via an Excel spreadsheet with the following information: Unit name, member name and email address (cell phone number is member prefers text messages). You may collect additional information for your use, but it is not required. Submit your member lists every time you submit a dues report/check to the state office for only the members covered on that report (example: September's list (teachers only & possibly some PTA Board members), October's list (all members signed up since Fact & Fee nights), December list (all members signed up since Oct. 1). An example of an Excel spreadsheet is attached.

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- [Dues report form](#) - updated for 2016-17, copy attached. Deadlines for reporting:

September 1 (optional), OCTOBER 1, DECEMBER 1, February 1 (optional), MARCH 1

- [Back to School contest](#) - post pictures and details of your school's back-to-school event on the South Carolina PTA Facebook page OR submit entries to Shawn Reardon at ypprograms@scta.org by August 31. Be sure to include your school's name, so we can notify the winner! Win free registration to this spring's SCPTA convention and bragging rights!
- [memberplanet](#) - this tool will be wonderful, when it is ready. For now, please proceed with your normal process of collecting dues & membership information. Questions or concerns? Contact me.
- [Communicating throughout this year](#) - I will continue to send helpful emails throughout this year. Make sure to Like the South Carolina PTA Facebook page and bookmark the SCPTA.org website to stay connected. Have a Facebook page or other social media apps for your PTA? I'd love to "Like" them.

My apologies for this long email - there is much to share at the beginning of the year! Best of luck for a fabulous school year!

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