

GET BACK TO BASICS



Plano ISD Council of PTAs
Officer & Chairman Training 2009
Membership

MY CONTACT INFORMATION

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HOW MANY MEMBERS DOES PTA HAVE?

- In Plano – 36,000+

2008-09 GOAL: 37,000 MEMBERS!!

- In Texas – 620,000

We truly make a difference

- In USA – 6,000,000+

We are involved in helping children across the nation at every level. Our lobbyists work hard to improve legislation to benefit ALL children.

WHY SHOULD YOU JOIN PTA?

- It shows Family Involvement...Studies show PTA involvement keeps families together and happy!
- Texas & National Programs...reflections, environmental contest, take your family to school week, start the art, founders day and more!
- Available Resources ...Training, programming ideas, tax questions, recognition, scholarships for teachers, grants for programs and more!
- Networking Opportunities...an on-line grassroots organization!
- Leadership Development...Great on Resumes!
- Legislative Influence...Advocacy Programs!

BUT WHY DO PEOPLE JOIN?

- Because **SOMEBODY** asked them!
- Because they have been convinced it will help **THEIR** child, or class, grade, school...
- Because they know the **DIFFERENCE** it will make in their local school.

WHY DON'T PEOPLE JOIN?

- Because they think it is a big volunteer commitment.

-separate out volunteering & membership

-explain that their membership dollars bring important programs to the school & students

-point out a program that you think they would want to continue at your school and let them know PTA can do the program because of their membership support.

WHY DON'T PEOPLE JOIN?

- Because they think it is an exclusive club.

-assure them that PTA is for everyone and you want them to be a part of it with you.

-enlist help of a committee at your membership tables that is inclusive of your demographics.

-help them find a way to participate and do something meaningful so they will want to do it again and again!

MEMBERSHIP IDEAS

- Develop a business partner program and encourage businesses to join.
- Challenges between board members for business partner awards.
- Organize an alumni committee with those dues going to scholarship fund.
- Give the student directory free with a PTA membership.
- Give a subscription to “Our Children” to local pediatricians and OBGYNs.
- Give bumper stickers or school spirit stickers to every member.

MEMBERSHIP IDEAS,

cont...

- Have a PTA membership table at back to school registration, every school event & PTA meeting.
- Have a prize drawing for teachers to help reach 100% faculty.
- Ask principal to make a pitch for joining PTA at faculty meeting.
- Have a tear off portion in the newsletter for joining PTA.
- Keep a membership packet in your school office for new families moving to the area – ask school secretary to give out with enrollment forms.
- Send a personalized letter to teachers reminding them to join if you haven't received their form/check by certain date.
- Send a personalized note to parents who have not yet joined and encourage them to join.

INCLUSIVENESS

Is your PTA membership representative of your school population?



INCLUSIVENESS-

5 IDEAS TO PROMOTE

DIVERSITY

- Personally ask people of different races and ethnicities to be part of your committee that encourages people to join and volunteer.
- If you have a significant population that speaks a different language, translate documents, signs, newsletters and have an interpreter at PTA meetings and events.
- Many people are reluctant to volunteer because they have language differences or nobody at the school “looks like” them – take the extra step to make people feel welcome.
- Help parents meet others who have similar interests – children of the same grade, in the same neighborhood, kids in same extra-curricular activity, etc...
- Don't forget STUDENTS (9-12th grade) , DADS, GRANDPARENTS and EXTENDED FAMILY MEMBERS! (note: student PTSA members are eligible to win a random drawing scholarship from Plano Council!)

RESOURCES

www.planopta.org

txpta.org

Click on membership-

Ideas for Membership Recruitment

Logos for “Back to Basics”

Link to Membership Chairman Guide

Plano Texas Life Members



MORE RESOURCES

www.txpta.org (1-800-talk-pta)

frequently asked questions
forms for dues reports
membership activity kit
clip art for logo
menu of membership forms
award info and forms

forms for awards
membership card policy
several sample letters
membership card template
membership chairman guide

www.pta.org

Membership kit information

**GET BACK TO
BASICS**

NOTE: Your local president has PTA Handbook with a section on membership information!

MEMBERSHIP LISTS

- Membership list – can use the report in the chairman guide and write it out or [use spreadsheet](#) or database on the txpta.org website.
- Please list Life Members first, then alphabetize the rest of the list.
- Give a copy to your secretary, treasurer & president. Keep a copy for your procedure book.
- Send membership list to Texas PTA with your dues check.

MEMBERSHIP DUES

Council Dues – every local unit pays \$75 to Plano ISD Council of PTAs. Invoice will be given to Council Delegate/President at first PTA Council Regular meeting and invoices not picked up at that meeting will be sent interoffice to your school.

Due by 10/15/09.

Texas PTA/National PTA Dues – send your membership list and a check for your appropriate dues by 9/30 for early bird award. PTA accepts members year-round! Final report for fall membership drive due by 10/15. These numbers used for state convention voting. Final reporting for Spring membership drive is 3/15.

- Dues are \$2.25 for Texas PTA per member.
- Dues are \$1.75 for National PTA per member.
- Texas PTA Life Members are exempt from the Texas PTA dues **at one school**, but must still pay local and national dues.
- National Life Members still pay National portion of dues.
- Texas and National PTA dues should be combined into one check payable to Texas PTA and mailed to:

Texas PTA
408 West 11th Street
Austin, Texas 78701

THINGS TO KNOW...

- Don't count money alone. After it has been counted, give it to the treasurer and get a receipt.
- Mail membership lists and dues to Texas PTA once a week. Don't let it pile up.
- Know your local PTA number and put it on your dues report. If you don't know it, ask your president. If you can't get an answer, contact me.
- Mail your membership report and dues to Texas PTA certified mail, return receipt requested, especially if checks are for a large amount.
- Membership cards – there is a template on Texas PTA website so you don't have to set up the format if using a printer.
- Benefits and discounts to many exciting places are a great way to promote PTA membership! See all benefits on the Texas PTA website.
- Send out the membership cards with a thank you letter and/or directory.
- Have a current membership list at each general meeting.
- Keep your list updated each week, only send in added names to txpta.org.

AUTOMATIC & APPLIED AWARDS

Some awards will be given to you automatically based on your membership report. Other awards you must apply for to receive.

Early Bird Award - auto

500 Club Award - auto

1000 Club Award - auto

10% Increase Award - auto

Golden Apple & Hand in Hand Award - submit by October 15th

Membership Chairman's Award - submit by October 15th

Student Membership Award - submit by October 15th

Spring Membership Increase Award - auto

Membership Campaign Award - submit by May 15, 2009

LIFE MEMBER CELEBRATION

A Texas PTA Life Membership is the highest honor bestowed upon an individual who shows continued dedication and involvement in the lives of children and youth in our schools and community.

Plano ISD Council of PTAs sponsors a celebration honoring these chosen for this award.

Date: Feb 2010
Location: Plano West Senior High
Time: 6:30 p.m.
Cost: Free

LIFE MEMBER CELEBRATION

You are the local coordinator of the event!

You are responsible for 7 things:

1. Get your local PTA moving EARLY – earlier than you ever have before... to select your honorees. You'll need to know who your honorees are by December 1st.
2. Submit the names to Texas PTA for a Life Membership Award and order the certificate and pin. Please do this before January 1st! If you do not receive the certificate and pin within 2 weeks, please follow up with Texas PTA. These are handed to the honorees at the ceremony.
3. Your local PTA may choose to bestow an Extended Service Award to someone. You will apply for the Extended Service Award on the www.txpta.org site. These honorees will also be recognized at the Life Member ceremony.
4. I will send invitations to your local campus for YOU to give to your honorees and guests by January 15th, 2010.

LIFE MEMBER CELEBRATION

5. You will send back an RSVP to me with the names of each person attending from your school. PLEASE RSVP ON TIME. A headcount must be turned in and I wouldn't want to miss anyone who deserves this meaningful opportunity.
6. Make sure you have included pins and certificates in your local PTA budget. Texas Life Certificate - \$35, TL Pin - \$15, Extended Service Certificate - \$50, Extended Service Pin - \$40. Most schools allow the honorees to bring a spouse/significant other, along with principal and PTA president.

Possible Ceremony Budget \$200
\$50 per TLM x 2 = \$100 \$90 per ESA \$10 shipping
7. I will be asking for you to submit specific information of the honorees by internet survey to include in a program booklet. The deadline will be January 10th (no Exceptions). I'll be contacting you with the specifics of this as we get closer. IF YOU MISS THIS DEADLINE, YOUR HONOREES WILL NOT BE INCLUDED IN THE PROGRAM BOOKLET.

LIFE MEMBER CELEBRATION

EVENT – *I'll need your help!*

- Help is needed with set up on the day of the event, greeters at the event servers for the reception, **bakers** and clean up. Great chance to meet other Council board members and play an active role in the “fun” part of membership!

NOTES –

1. Email me for a list of the Texas Life Members from Plano ISD local PTAs. It is an unofficial compilation of names, but fairly accurate. If you think someone has received the award that is not listed, please call Texas PTA and double check.
2. Read your bylaws to determine how your life members are selected. Usually nominations / selections are made in November and announced in December. You should put together a committee in September.
3. **Start ASAP and Get reservations and write-ups in on time!**

HOW COUNCIL SUPPORTS YOUR EFFORTS

- Visibility in the district, community and media
- Coordinates Programs at Council Level (Reflections, Environmental Contest)
- Provides Member Programs (Parent Education)
- Provides Job Specific Training to Local PTAs
- Provides a hospitality function to the Administration and Non-Campus PISD facilities
- Serves as parent liaison on district committees
- Keeps members up to date on Legislative issues
- Promotes Youth Protection, Diversity, Volunteerism & School to Life
- Monthly Newsletter

CALENDAR AT A GLANCE

June & July Execute a membership recruiting plan, theme, newsletter articles, and update website information.

August & September Collect dues and send report to Texas PTA the roster as it grows. Plan ahead for the Early Bird Award of 75% of last year's membership sent in by September 30. Distribute membership cards as members sign up.

October Complete Fall Recruitment by October 15th. Submit Fall Award Applications by October 15th, Meet with Life Membership Nomination Committee. Send in your \$75 Local Council dues by October 15th.

November Finalize Nominations for your Life Member Honorees through your committee. Continue toward your Spring Membership Drive.

December Announce the Honorees at your Board Meeting or Luncheon. Order your pinettes and certificates to register them with the Texas PTA. Compile your honoree's bios and enter on the survey.

CALENDAR AT A GLANCE

January Deadline for submission of honoree names and bios to me for the Life Member Celebration program is January 10th. You should have already ordered your pinettes and certificates. Check on the progress of the delivery by January 15th. Deliver your invitations to the honorees. Continue your Spring Membership Drive.

February Deadline for RSVP's for the celebration is Feb 1st. The exact awards celebration date is still to be announced.

March Send in Final Spring Membership dues Report Form, roster and dues to Texas PTA by March 15th. Prepare to submit application for Outstanding Membership Campaign to Texas PTA, May 15th is the deadline.

April Round up your files in a notebook and prepare to hand-over to incoming Membership Chair at your cross over ceremony.

May Submit your Outstanding Campaign Award Application by May 15th to the Texas PTA.

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