

MCCPTA MEMBERSHIP TRAINING FALL 2020



PTA VS. PTO

Parent Teacher Association

National PTA is the oldest and largest volunteer child advocacy association in the United States. Founded in 1897, our legacy of influencing federal policy to promote the education, health and well-being of every child spans over 120 years.

Parent Teacher Organization

Each PTO is an independent non-profit. PTO Today is a for-profit media company.



MEMBERSHIP IS NATIONAL

LOCAL UNIT

Your members can be parents, grandparents, uncles, aunts, students, teachers, staff, community members--there is no limit!

MCCPTA

All of your members are also members of MCCPTA! We provide training, support, advocacy and more of a "big picture" for the county.

MD PTA

Members are also members of MD PTA. For tax purposes, we are under MD PTA. They provide guidance and direction, as well as advocacy on a state and national level.

NATIONAL PTA

All members are also a part of National PTA. National provides really great trainings, funding for programs, and lots of ideas for engagement. They also advocate for our students in a BIG WAY!



DUES

LOCAL UNIT

- You and your finance team set your dues
- Dues should not be a fundraiser
- Keep prices low so membership is accessible to everyone
- You don't have to charge dues if you have another source of income (you pay out \$5.25 per member)
- Encourage more than one member in a household to join by having special pricing (First member \$10, or two members for \$15)
- One member=one vote=one card

YOUR MEMBERSHIP FORM

- Be inclusive! No “mother, father” Instead, Member 1, Member 2
- Give options for family memberships--but remember one member=one card=one vote
- Make your teacher membership form as simple as possible! All you really need is their name
- Find people who can help you translate form into different languages

MCCPTA

- You pay MCCPTA \$1 per member
- Dues form is on mccpta.org website--pay by check
- MCCPTA determines membership numbers by amount of dues you pay
- I will send an occasional e-mail to president if I have their e-mail with info about how much you have paid this year and how much you paid last year
- Your delegate cannot vote at the Delegate's Assembly if you have not paid for at least 10 members

MD PTA

- You pay MD PTA \$4.25 per member
- They send \$2.25 to National PTA
- Pay dues through Memberhub with ACH
- You can send in a check, but it may not be counted properly
- You must pay for at least 10 members to be a PTA in good standing
- Do not hide members--this is fraud
- You have a fiduciary responsibility to pay dues to MCCPTA & MD PTA

MEMBERHUB

- **Bare Minimum Requirements:**
 - Use for SOCA Documents (treasurer will do this)
 - List your officers--use real e-mail addresses
 - Load in every member's name
 - Can leave e-mail blank
 - Can put in (888) 888-8888 for phone number

MEMBERHUB-MEMBERSHIP CARDS

- Membership cards are no longer mailed to schools
- Must be printed out in Memberhub
- If not inputting member addresses, you will need to go in to each member and print as PDF then e-mail to member
- Member must have to vote at MD Convention
- Your local unit can create value of card!

To get cards

Log in to your Memberhub

Click Admin Console (top corner)

Click Members (right hand menu)

Click little card by member name

Joined	First	Last	Email	Type	Paid	Pay ment	Memo
2019-10-23	L					Import	
2019-10-23	A					Import	
2019-10-23	M					Import	
2019-10-23	M					Import	

MEMBERHUB

MD PTA and MCCPTA can not e-mail your members from Memberhub!

Only your local admins can message members

MD PTA & MCCPTA can message your officers in Memberhub

MEMBERHUB

To activate account, e-mail your name, school, and position to membership@mccpta.org

Please watch support videos and then book your 1 on 1 session with Memberhub.

memberhub.com/workshops

Dashboard Term Grades WIB Dash WIB front WIB Events Facebook GMAIL MCCPTA Mail Rallyhood - Troop 3... Pandora Radio - Lis... event



Features

Givebacks

Who We Serve

Partners

Support

LOG IN

Help Center

Live Workshops



NATIONAL PTA MEMBERSHIP CAMPAIGN



GET THE NEW CAMPAIGN

RESEARCH DRIVEN

National PTA knows that people still think PTA is nothing but a social club for stay-at-home moms. They surveyed thousands of people to find out ways to change this perception.

PROFESSIONAL

The new campaign is polished and professional! No more digging for clipart and using comic sans to create homemade flyers!

READY TO USE

Visit www.pta.org and click New Membership Campaign to learn more! They provide training and visual collateral! Spend some time with it and develop an amazing campaign for your local unit!



It's Not Too Late to Join Our Virtual Convention

We've opened late registration after the love and excitement attendees shared about our first day.

New
Membership
Campaign

PTA Boot
Camp 2020

COVID-19
(Coronavirus)
Information

Membership Campaign Training Module

Download the **Membership Campaign Toolkit** (.PDF) for a Complete Overview of the Membership Campaign:

Membership Campaign Toolkit

Membership Campaign Toolkit en español

Download the **Membership Campaign Materials** (.ZIP) to Extract and Customize All Campaign Graphics:

Membership Campaign Materials

Membership Campaign Materials en español

Kickstart your membership outreach strategy with this checklist:

Implementation Checklist



VOLUNTEER FOR YOUR CHILD

Give your time by volunteering at school events or serving as a PTA officer



THERE IS NO
WRONG WAY
TO **PTA**

INVEST FOR YOUR CHILD

Donate your money by paying membership dues and participating in fundraising activities

National
PTA
everychild.onevoice.®



FUN ACTIVITIES

Science fairs, back-to-school
picnics and talent shows



THERE IS NO
WRONG WAY
TO **PTA**

FUND ACTIVITIES

Science equipment, back-to-school
supplies and fine arts programming



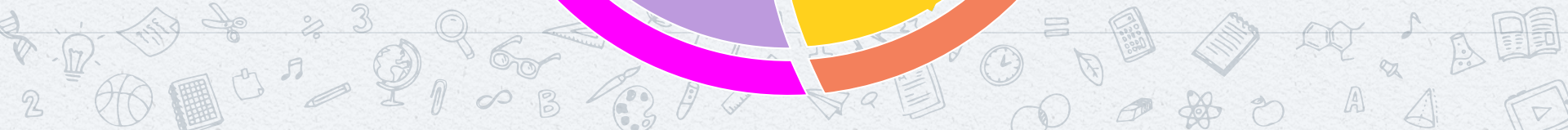
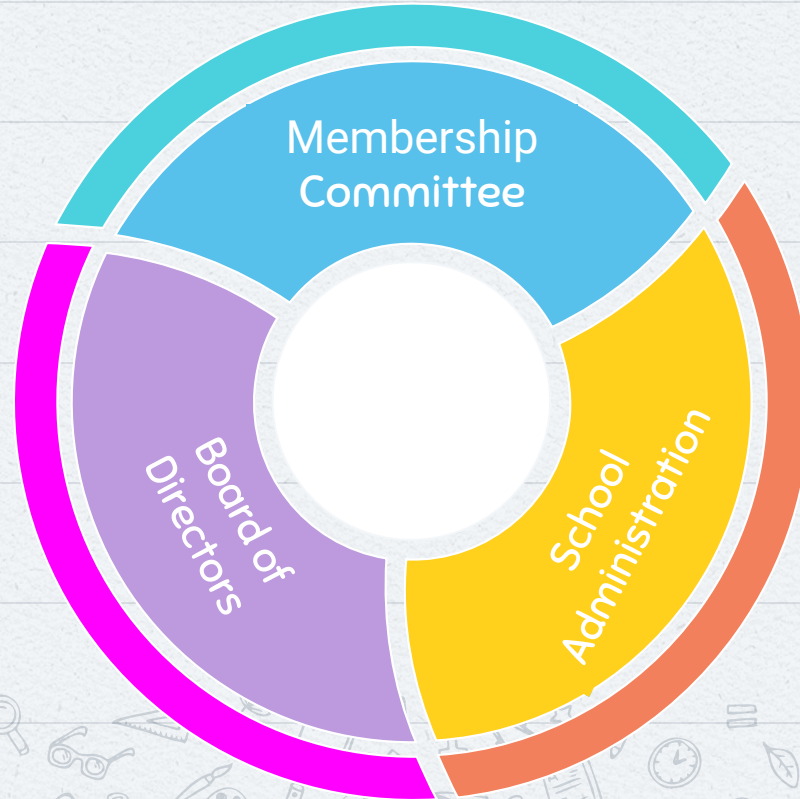
National
PTA
everychild.onevoice.®



KEY TAKEAWAYS:

- PTA is a verb
- We must be inclusive--get creative to get everyone involved
- Make the ask! Ask, ask, and ask some more!
- We need to show Proof Points in three areas
 - Education--how do you support education in your school?
 - Advocacy--how do you advocate for kids at local, state, and national level?
 - Community--how do you build an inclusive community?

MEMBERSHIP TAKES TEAMWORK



PTA IN THE TIME OF COVID

Connect teachers to supplies

Do the teachers need take-home kits for kids?
How can you organize a supply drive?

We need to get creative!

Connect families to each other

Can we set up pods for outdoor extra-curriculars?
Create a clearing house of kids who need help with people willing to help?

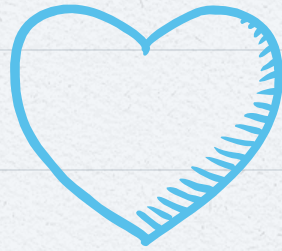
Connect parents & teachers

Do teachers need help
monitoring Zoom waiting
rooms and raised hands?
How can you help
connect volunteers?

ENGAGEMENT SUB-COMMITTEE

Sign up for our Membership updates to receive information about our engagement sub-committee. This is where we will be sharing ideas for PTAing in the time of COVID

<https://mccpta.groups.io/g/membership/subgroups>



THANKS!

Any questions? Please consider joining the membership committee! We need you!

You can find me at membership@mccpta.org

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

✖ Presentation template by SlidesCarnival

PRESENTATION DESIGN

This presentation uses the following typographies:

- ✕ Titles: Amatic SC
- ✕ Body copy: Quicksand

Download for free at:

<https://www.fontsquirrel.com/fonts/amatic>

<https://www.fontsquirrel.com/fonts/quicksand>

You don't need to keep this slide in your presentation. It's only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®





Free templates for all your presentation needs



For PowerPoint and
Google Slides



100% free for personal
or commercial use



Ready to use,
professional and
customizable



Blow your audience
away with attractive
visuals