2020-2021 MCCPTA Membership Committee

Committee: Membership

Chair: Carrie Palsson, member of Damascus High School PTSA

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Other Members:

Vice-Chair of Engagement: Tracie Potts

Vision: The membership committee strives to give local units the tools they need to recruit members to join the PTA. We encourage them to teach their school community that the PTA is first and foremost an advocacy organization that works to support children and their families.

This year we face new challenges since local units will not be able to meet families in person to run membership drives. We also have the new challenge of making families see value in PTA when we are not hosting events, etc.

Goals:

* Share the new National PTA Membership Campaign with local units and encourage them to use it
* Help units navigate Memberhub and MD PTA membership SOCA requirements
* Provide ready-to-use resources
* Regularly communicate with local units to provide encouragement & support
* Give local units ideas for engaging families during this challenging time, which will show the value of the PTA and encourage membership

Action Steps:

* Participate in Fall and Spring training
* Determine goal & track progress monthly
* Send out e-mails regarding National membership campaign
* Create a monthly membership incentive that makes sense in the time of COVID
* Regularly utilize membership e-list
* Engage local PTAs to boost membership
* Identify membership award winners
* Attend Delegate’s Assembly and provide support as needed
* Create membership contest

Budget Request

We project that we will bring in $35,000.

We would like to request $800 to be used as membership prizes. Custom tablecloths are a very popular prize and cost about $200. If we are able to open up in the spring, I will need to purchase certificates and trophies if we have a celebration.