

MEMBERSHIP

2019 – 2020

Section 8

INTRODUCTION

Membership is the foundation of PTA. As membership chair, you are the one most responsible for enrolling as many new members as possible for PTA. Yours is one of the most important duties in the entire organization for nothing can happen without members.

Membership is open to anyone who believes in the National PTA Mission and Purposes. PTA is committed to being inclusive in its efforts to represent and assist all who nurture and educate children. It not only welcomes but actively seeks in its membership the widest diversity of cultures, races, ethnicities, creeds, and economic and educational status.

The PTA is the largest and oldest nonprofit, volunteer child-advocacy organization in the country. Its purpose is to make better lives for **all** children and youth. Because the membership of the PTA comes from such diverse backgrounds -- geographically, culturally and economically -- this organization has the potential to help every child.

Membership Lists

Lists of PTA members are **not** to be released to outside interests by the National PTA, the Louisiana PTA, its districts or local units.

Membership Card Distribution

Membership cards are designed by the National PTA Membership Outreach Committee. The cards are a different color each year. Louisiana PTA disburses membership cards to districts based on each districts prior year membership total.

Local units must obtain cards from their district or the Louisiana PTA Office. If at all possible, order membership cards directly from your district membership chair until May 31st. If you do not know who your membership chair is, contact your district president. If, at any time, you are having trouble reaching your district membership chair to obtain cards, please order from the Louisiana PTA Office using the membership card order form.

GOALS

- To offer a PTA membership to any person interested in the welfare of children including but not limited to parents, teachers, students, extended family members, community leaders and the business community.
- To extend these invitations throughout the year with confidence in and knowledge of PTA, stressing the importance of the Purposes and basic policies of the Louisiana and National PTAs.
- To keep members and make non-members aware that PTA must grow in membership if its work on behalf of children and youth is to succeed and be extended.
- To sustain the interest and enthusiasm of present members, offer training in their particular areas of interest, taking into account their personal reasons for initiating

membership in the first place and seeking their continued support and commitment in attracting additional members.

- To work for a participating membership by gaining a thorough knowledge of PTA and by stressing the importance of the Purposes and basic policies of the PTA.
- To cooperate with other committees to help stimulate and sustain the interest of present members and to seek their cooperation in obtaining additional members.

DUTIES OF THE MEMBERSHIP CHAIR

- Review resources from the Louisiana and National PTAs. Read and be familiar with all material regarding membership regulations, methods of reporting dues, membership cards and awards. Contact the district or state membership chair if you have questions or need ideas.
- Check your unit bylaws regarding membership dues and categories. Unit dues for each member should be at least equal to the amount of the National and Louisiana PTA's portions.
- Learn everything you can about PTA and its history and Purposes so that you will be knowledgeable when approached by potential members.
- Secure and study the records and procedure book from last year's chairman.
- Attend leadership training.
- Prepare a plan of work and present it to the board of directors.
- Plan early. Ask your president, principal and other board members to assist you.
- Recruit a committee. Include the principal or his representative.
- Meet in the summer to make plans for membership enrollment.
- Study results of the previous year's membership committee's plan and set reasonable goals. These might be a 10% increase over last year, an increase of 10 members, to enlist every parent, teacher and eligible student as an active member or membership equal to the school's enrollment.
- Prepare a membership campaign. Select a theme, symbol and a slogan to use in the campaign. See that funds are included in the budget for membership promotion posters, awards, prizes, pamphlets, etc.
- Decide on a method for recruiting membership. Begin membership enrollment early - the first executive board meeting, the first PTA meeting, school pre-registration days. Set up membership tables at all PTA and school functions.
- Purchase membership cards.
- Collect dues.
- Work with the treasurer to send the dues to the district membership chair. Turn in all dues money to the unit treasurer as soon as it has been recorded. Request a receipt from unit treasurer for your records.

- Continue to contact potential members who have not joined. Membership recruitment continues year round.
- Work with all committees to promote membership.
- Prepare appropriate forms. Keep an accurate list of all persons who paid dues to your PTA.
- Make a complete list of members including names, addresses, phone numbers and email addresses. A copy should be retained by the membership chair. A copy should also be given to the secretary and the treasurer.
- Keep a procedure book, including printed resource materials, plan of work, copies of reports, evaluation sheet and other helpful materials.
- Apply for district and state awards and achievements. Meet the deadlines for judging. Share your successes with others.
- Pass the procedure book on to successor at the end of the PTA year.

Plan of Work

Activities might include:

- Review and evaluate past membership promotions.
- Set a goal for number of members to be recruited.
- Choose a theme for membership enrollment. Louisiana PTA has a membership theme that may be used or adapted.
- Prepare letter/flier to be sent to prospective members.
- Print membership envelopes for ease of collecting dues.
- Send letter/flier to parents, teachers, past PTA officers, life members, etc.
- Prepare posters for distribution in the community.
- Use newspaper stories, radio and television spots to promote membership enrollment.
- Ask businesses to donate space on signboards, marquees and cable television.
- Assign committee members to contact non-parent citizens and businessmen in the community to recruit as members.
- Keep accurate records of names, addresses and telephone numbers of those who join.
- Remit money to treasurer as soon as received; request a receipt.
- Distribute membership cards when dues are paid.

Refer to the PTA Basics section of this guide for a sample plan of work.

MEMBERSHIP FACTS

- Each unit forwards to the Louisiana PTA the portion of dues collected for state and national dues. Currently that is \$4.00 per member. (\$2.25 to National and \$1.75 to the state. 50¢ of the state's portion is returned to each district.) Checks are made payable to the Louisiana PTA or your local District PTA as determined by your local District PTA. The Louisiana PTA has the responsibility of forwarding National PTA's portion.
- National and Louisiana PTA dues must be paid for each member. Issue a card to each person -- not one card to Mr. and Mrs. John Doe. **A card must be issued to each person who joins.**
- Your unit is obligated to remit dues for every person who joins. A unit's good standing may be jeopardized if, for example, it collects dues from 100 members but only remits dues for 30.
- Joining one unit does not give you voting privileges in another unit. Dues must be paid to each unit.
- When someone joins a local unit, he also becomes a member of the Louisiana and National PTA.
- The Louisiana and National PTA's portion of a unit's dues are not part of a unit's funds. Only the portion your unit charges above the \$4.00 is considered income.
- Membership cards are valid from date of issue through **October 31, 2019.**
- Membership cards may be obtained from your district membership chair or the LOUISIANA PTA office manager through June 15. The preferred procedure is to get the cards from your district membership chair. Call your district president if you do not know who handles the district's membership.
- Local unit treasurers should deposit checks collected from the membership drive at their school at least every two weeks. District membership chairs, in turn, must submit the appropriate report to the LOUISIANA PTA with all membership card orders and checks within two weeks of receipt. Using this system, no check will be held longer than 30 days.
- Cards may be ordered as many times as needed, but they may not be returned nor will the dues paid be refunded.
- Cards must be ordered by close of business on March 15th in order for membership numbers to qualify for LOUISIANA PTA membership awards.
- Dues received after March 15th will be included in the current year's total to National PTA. However, they will not be considered in the count for membership awards,
- Membership in a unit is required for the privilege of voting, holding office and attending the Louisiana and National PTA Conventions as a voting delegate.

MEMBERSHIP CAMPAIGN

An active, creative membership campaign is a fun and effective way for members to recruit prospective members. Developing a campaign not only helps create public awareness about PTA programs and activities but also allows members to show their support for PTA.

People must be motivated to join PTA. Through a creative campaign you can show non-members why they should become members, convince them that they are making the right choice and encourage them to take part.

PROCESS

Form a committee.

This group will be responsible for developing, implementing and evaluating the plan, presenting the plan to the board and principal for approval and arousing the enthusiasm and motivation of the other members.

Determine the goals and scope of the campaign.

- Questions to ask: What is your membership goal? What is the campaign theme? What are the key dates for review, evaluation, and fine-tuning purposes?
- Plan for each part of the campaign to end prior to a special event, so that you can publicly recognize your achievements and all who have helped.
- Be well informed about the PTA mission, Purposes, policies and dues structure and purpose of PTA dues.
- Be enthusiastic about promoting PTA in all areas of the community.

Decide whom you want to reach.

Building a prospect list is a vital element of the membership campaign. Sources might include former members, new families moving into the neighborhood, people on voter registration lists, community leaders, senior citizens, students, business people, retired teachers and pediatricians.

Plan how you will reach your prospects.

- Questions to ask: What publications do they read? Where do they socialize? Who are they influenced by?
- Direct your membership efforts to their specific needs.

Arrange for a kick-off meeting.

To get full participation, each member should know how the campaign will work, its purpose and objectives, what materials will be provided and the deadline dates.

Coordinate your public relations activities with the membership campaign.

Public relations can generate media interest and create awareness of your PTA's activities throughout the entire community. Be sure to seek the cooperation of newspapers, magazines, radio, television stations and any other appropriate media outlet willing to help you.

Evaluate your progress.

Be aware of what is working and what is not. You may need to change strategies. Keep members informed of the campaign's progress; letting them know how close they are to reaching the goal may further motivate them.

Celebrate your successes.

Organize a special event or coordinate it with another event to recognize everyone who participated. Share National and Louisiana PTA recognitions your unit earned with your school. Prepare special presentations of awards to the principal during student assemblies and PTA meetings. Invite the press or take photos yourself and deliver with informational press releases to local new papers.

**MEMBERSHIP
RECRUITMENT
IS A YEAR ROUND ACTIVITY.**

**A membership card
must be issued to
every person who
pays dues.**

SPARK YOUR CAMPAIGN

- Hold class teas, grade level meetings or orientations for parents and students and ask parents to join.
- Hold a "New Parent Coffee" for parents of kindergarteners and new students to help with the first day trauma and provide the opportunity for parents to join PTA. "Come to our 'Kinder-Coffee' where we offer Coffee, Tea & Sympathy!"
- Have the room representatives/class parents promote membership.
- Prepare kits for class meetings for parents to distribute. These kits should contain the program for the year, PTA directory, school year calendar and enrollment forms.
- At the high school level, a Back-to-School Night enrollment campaign teamed with personal telephone calls made by chairs seems to work well.
- Challenge a neighboring PTA unit to a membership duel. The unit that achieves the larger percentage increase will be treated to something by the other unit. This is a fun, friendly competition among feeder schools.
- Offer a discounted price to members when charging a fee for programs, conferences or entertainment events. PTSA's could offer discounts to school dances, sporting events or other school functions to student members.
- Some units plan a dance as a "Paid Up Membership Affair."
- Have students bring real or "adopted" grandparents to school for lunch, a program or a tour of the school on "Grandparents Day" and take the opportunity to enroll grandparents. Not all students have a grandparent, so consider calling your special event "Grandparent/Special Persons Day."
- Ask a local business to sponsor an ad promoting PTA and the benefits of membership in your local newspaper or in its publication.
- Ask service clubs (Rotary, Kiwanis, Elks, Chamber of Commerce) to invite a representative of your unit to speak about PTA programs.
- Give a certificate or a plaque to the business that made the largest contribution to the PTA; alert the media.
- Hold a Business Leaders' Day and invite those businesses that have supported PTA to school for a tour and special recognition.
- Send a special letter of welcome, including PTA materials, and an invitation to join PTA after obtaining the names and addresses of new parents.
- Set up a bulletin board in your school with the names of all members written on various shapes and pinned to the board. Have a picture (e.g., the school) as the puzzle. As a person joins PTA, add a piece to the puzzle until the picture is complete.

CAMPAIGN IDEAS & THEMES

When planning your campaign, choose a theme or slogan that will incorporate -- **"Be Involved - Join PTA"** -- in some recognizable form. A consistent theme used throughout the PTA, from the local to national level, will provide increased name recognition, a standard marketing strategy.

You may wish to have T-shirts, bumper stickers or other items made up with your theme printed on them. Use your theme on posters, letters, fliers, and in radio announcements and your PTA newsletter.

Membership themes create interest, promote fellowship and make PTA more fun. Attention-getters can only be helpful. Use your imagination and your sense of humor.

Themes

- Building a Better PTA Community
- Put Your Heart in PTA
- In the Neighborhoods and Across the Nation -- All Children -- PTA Children
- Take the "First Step" -- Join an Early Childhood PTA
- Open Doors for the Future through PTA
- Your PTA Card: The Card that Carries Clout, Don't Leave Home Without It
- Be a Champion for Children and Support the PTA
- Children Come First, Last, and Always with the PTA
- Don't Clown Around with your Child's Future -- Join PTA Today
- PTA -- Opening Doors for the Future
- Hands Across (PTA Name)
- Investing in PTA Brings Dividends -- Dividends for the Future
- Ask Me About the PTA
- Watch Us Grow -- Join the PTA
- A Wonderful Day in our PTA Neighborhood
- Children First -- Your Link to the Future
- Children First -- Build on a Solid Foundation
- PTA -- Together We Grow
- Bridge the Generation Gap -- Join PTSA
- Back the Pack -- Join PTSA
- PTA -- We Can Make a Difference
- "Get Involved -- Stay Involved"
- Children & PTA, the Key to the Future!
- Working Together For All Children...Your PTA's name
- We Want YOU!

STUDENT INVOLVEMENT

As hard as PTA leaders work to improve the health, welfare and education of our children, we often forget how much our children have to offer us. Recent opinion polls reveal that today's young people want to be involved in their education and to improve the world in which they live. Students, as active and equal members of PTSAs, can provide valuable suggestions and opinions regarding youth-oriented programs. They will bring a new burst of energy and enthusiasm to your unit and its projects. In return, you will be developing future leaders.

Seven Steps to Involvement

- 1) Discuss student involvement with the board.
- 2) Once your board has agreed to actively recruit student members, have them make a formal commitment. This should be a motion or action item. Consider whether a bylaws change is necessary.
- 3) Promote student membership. Advertise the PTA, PTA activities and advantages of student participation to parents, students, teachers and the community.
- 4) Include students on PTA committees.
- 5) Develop and implement programs that involve both students and adults. Make sure students are included in the initial planning stages as well as in the execution.
- 6) Allow students to have an active voice in your PTA. Listen and give consideration to what they have to say, even if their ideas seem unorthodox or impossible to implement.
- 7) Elect students as officers.

Involve Students To:

- provide new perspectives on your PTA's ideas and programs.
- give them the opportunity to participate in the planning and execution of PTA programs. Young people's viewpoints and ideas are essential because all PTA programs focus on youth.
- put the PTA Purposes into action.
- give students a better understanding of adults and vice versa.
- teach students useful skills, such as parliamentary procedure, public speaking and conflict resolution.
- introduce students to the legislative process through your PTA's involvement in legislative activities.
- provide your unit with information on student interests and problems. This will make your programs more effective.
- encourage students' personal growth and development.
- increase the number of skilled volunteers in your PTA so you can conduct more programs.

MEMBERSHIP CALENDAR

APRIL/MAY -- SELECTION MONTH

- Make plans to attend summer leadership training.
- Meet with outgoing chairs. Study results of previous year's membership committee plans and set goals.
- Meet with new president to brainstorm campaign strategies.
- Recruit a committee.

JUNE -- REST AND RELAXATION

- Relax with your family.
- View everyone you meet as potential PTA members.
- Read the membership materials from the outgoing chairman and continue to study last year's plans.

JULY -- BEGIN PREPARING FOR THE FALL

- Develop your membership campaign and theme, enlisting the help of membership committee, board members and school principals to ensure a successful year.
- Make plans to attend all board meetings.
- Ensure that funds are in the budget for membership promotion posters, awards, prizes and leaflets.
- Create or update a list of the unit's accomplishments over the last two or three years.
- Have your plan of work approved by the executive committee.
- Prepare necessary materials for membership enrollment; i.e. envelopes, current dues report, current roster and current awards form.
- Review all awards applications and make appropriate plans for eligibility.
- Solicit business incentives.

AUGUST -- GET READY, SET, GO!

- Attend leadership training.
- Implement your membership enrollment campaign.
- Target your school faculty to join PTA.
- Make sure every board member joins PTA.
- PUBLICIZE! Ask the publicity chairman to use all media – e-blast, facebook, instagram, twitter, newspapers, billboards, radio and TV.
- ANNOUNCE your theme and goal.
- After getting permission from your principal, publicize your membership campaign by displaying posters in halls.
- Have your campaign materials ready for the first day of school and for registration.

- Secure lists of parents and children in each classroom from school secretary.
- Have enrollment tables in each homeroom and/or main hallway for the first day of school. Have plenty of change on hand.
- Plan to have a membership table available, with plenty of help, at your first PTA meeting.
- Use posters and artwork to keep noticeably displayed membership campaign progress.
- Ask president for membership cards.
- Keep a record and a list of all members
- Send the treasurer all dues money as soon as it is received.
- Review unit's goals and plans for the year.

SEPTEMBER -- BUILD ON YOUR MOMENTUM

- Utilize your local media and community leaders to recognize your local unit during Parent Teacher Association Month in Louisiana. Celebrate in a special way. Get support from local officials such as the mayor, judges or superintendents.
- Solicit support of faculty and room reps to keep your momentum going.
- Set up a membership table at Open House.
- Continue to publicize membership in PTA.
- Update membership on progress towards goals.
- Review eligibility for membership awards.

OCTOBER -- REACHING GOALS

- Work with program chairman and plan to have a Parent Education program to reach more members.
- Put articles in PTA, school or community newsletters
- Enroll EVERYONE, parents, teachers, students, school employees, bus drivers, grandparents, friends, school board members, community leaders, business people and baby-sitters.
- Continue to publicize PTA and update members on progress.
- Prepare a new member packet to be distributed when new students enroll in school.

NOVEMBER -- FOLLOW UP

- Continue to make personal contacts with parents and teachers who have not joined.
- Request additional membership cards as needed from the Louisiana PTA Office.
- Inform local unit of progress toward goals.
- Be sure a membership table is set up at ALL PTA meetings and activities.

DECEMBER -- THE HOLIDAYS

- December 15th is the deadline for the Early Bird Award.
- Relax and enjoy the holidays.

JANUARY -- IT'S A NEW YEAR! LET'S PLAN!

- Kick off spring campaign.
- Continue to recruit new members and try to reinstate dropout members.
- Evaluate progress and plan any new approaches.

FEBRUARY -- HAPPY BIRTHDAY PTA!

- Celebrate PTA's birthday month.
- Invite new families to join.
- Honor someone from your school with Honorary Louisiana PTA Life Membership.
- Attend Founder's Day Event.
- Continue to recruit members.

MARCH -- SPRING ENROLLMENT

- Remind treasurer to purchase final membership cards to qualify for state awards.
- March 15th is the membership awards deadline.
- Provide membership roster to secretary and treasurer
- Prepare application for grandparent award.
- Begin preparing procedure book for the next chairman. Collect and sort your records of membership activities for the procedure book to be given to the next chairman.

APRIL -- EVALUATE

- Attend the Closest District Awards Ceremony to receive membership awards.
- Evaluate the year's progress, make written recommendations for next year and finish your procedure book.
- Work with incoming chairman to plan recruiting ideas for spring pre-registration.

MAY -- THANK YOU!

- Celebrate your success.
- Pass your procedure book and other records to your successor.
- Breathe a sigh of relief and let go graciously.

STATE MEMBERSHIP RECOGNITION

The Louisiana PTA recognizes local unit membership achievements at its convention. To qualify for a membership award, units must be a unit in good standing. In addition, required applications must be filled out completely and submitted by the deadline.

Unit Recognitions

Every Child, One Voice

Presented to units that have at least one member for each child enrolled in its school based on the October 1st enrollment figures.

Largest:

- Unit by Number of Members
- New Unit by Number of Members
- Membership increase by percent
- Unit by percent of enrollment (Two awards are presented – one for schools with an enrollment of up to 500 students and one for schools with an enrollment of over 500 students.)

CLUB AWARDS have been changed to recognize lower enrollment schools.

New Levels for Awards

100 – 250
251 – 500
501 – 800
801 - 1200
1201 and Up

Deadline for all membership awards is March 15th. No form is required.

Membership Card Order Form

This form may be duplicated as needed.

(Make copies for additional orders before completing this form.)

Present form and PTA check to your District Membership Chair.*

(Type or print clearly)

LUR # _____
(required for submitting order)

District _____

Unit _____

Address of Unit _____

City _____ Zip _____

Dues for _____ members x \$4.00 = _____

Amount

Please deliver membership cards to:

Name _____ Position _____

Address _____

City _____ Zip _____

Phone _____ Email _____

Unit President's Name _____

Address _____

City _____ Zip _____

Phone _____ Email _____

For office use only

Date request received _____

Amount received: \$ _____ ck # or cash _____

Receipt # _____ Date cards delivered _____

*If no District Membership Chair, please contact the State Office.