2019-2020 MCCPTA Membership Committee

Committee: Membership

Chair: Carrie Palsson, member of Baker Middle School PTA

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 Other Members: TBD

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 the education of all children.

Goals:

* Increase membership countywide.
* Target and support units with decreasing membership.
* Provide ready-to-use resources
* Regularly communicate with local units to provide encouragement & support
* Create new end-of-year awards system that is more equitable

Action Steps:

* Organize Fall/Spring training membership workshops
* Determine goal & track progress monthly
* Update membership campaign theme & online toolkit
* Promote monthly contest & solicit incentives
* Regularly utilize membership e-list
* Engage local PTAs to boost membership
* Create monthly membership incentives
* Create membership incentives for end-of-year celebration
* Identify membership award winners
* Send in a proposal on new end-of-year awards and get feedback from other board members
* Attend Delegate’s Assembly and help with delegate card distribution
* Provide dues payment coupon at all DA meetings

Financial Needs

We project that we will bring in $45,000.

We would like to request $900 for training materials, monthly certificates, monthly incentives (either custom banners or table runners) and end of year trophies. The year we had banners donated, we had much better participation in our membership contests. The company that provided the banners is no longer intersted in providing banners and I have not been able to find a replacement sponsor. I would like to purchase something special for this purpose if I can’t find a sponsor.

Sponsors:

I plan to reach out to Giant and see if they will again donate 70 $25 gift cards for monthly membership contests. They have done so for the past three years (perhaps even longer).