

2017-2018 MCCPTA Membership Committee

Committee: Membership

Chair: Carrie Palsson, Dr. Sally K. Ride PTA Treasurer

Vice-Chair : Hung Trinh, Woodlin ES

Other Members:

TBD

Current Membership Number: 23,384

Number of local units who have submitted payment as of Nov 30: 100

Number of missing PTA payments: 94

Important info: MD PTA will no longer be sending out monthly membership card invoices. Units must request an electronic invoice from MD PTA if they need one. Cheryl has reached out to the MD PTA treasurer to find out how local units should handle the documentation when they pay dues.

Activities:

- Set and publicized this year's incentives
 - Determined October incentive contest winners (69 units reported 100+ members)
 - Drew names of units to receive banner & Giant gift cards at Delegates Assembly
 - Purchased certificate paper and created award certificates. Printed out certificate for all units that met Oct. Challenge.
 - Created & utilized sign out sheets at DA for people picking up gift cards & certificates so we know who took what
 - Answered many questions about membership via e-mail
 - At MD PTA's request, coordinated asking cluster coordinators to contact all their local units that had not yet had their MD PTA cards mailed out. We did not receive a further report from MD PTA, so do not know how successful this campaign was.
 - E-mailed MD PTA about monthly invoices and found out they will not be sending them out via mail anymore. Locals must request electronic version via e-mail.
 - Began e-mailing all units that have not yet paid any dues. Need contact info for many of the units that are not listed in online blue book. Have asked Sook for updated contact information.
- Collaborating on data here:
<https://docs.google.com/spreadsheets/d/13owxrY5hCAVDTffMjSBLs6FJ1Z9RPKZMokKdJALaKfk/edit?usp=sharing>

To Do:

- Contact rest of local units who have not yet paid dues as soon as we have contact info. Contact schools to ask for PTA contact info if necessary.
- Publicize December incentive (15% growth over last year)
- Calculate November incentive winners (matched last year's numbers)
- Purchase envelopes and send out Oct. incentive certificates and gift cards via Pony
- Contact Oct. banner winner and give info on how to claim banner
- Continue giving units support and encouragement as they ask questions
- Continue giving info via subscription list
- Utilize MCCPTA yahoo groups when appropriate
- Continue working on updating documents on MCCPTA.org and getting info to Sook