

MCCPTA Membership Committee Report

10/30/17

- As of 10/7/17 we have 10,351 members with 45 local units having paid membership dues.
 - Contacted Advanced Imaging Branding Solutions to check on status of their sponsorship. They will be donating seven 3x5 banners to local units this year.
 - Created membership incentives structures (see below for full details that were sent out to presidents and membership chairs).
 - Continued to send out weekly e-mails to membership chairs encouraging them to grow their chapter.
 - Sent out reminder to pay November dues.
 - Was contacted by MD PTA membership committee and asked to help coordinate reaching out to local units that had not yet turned in their Local Officer Contact Information form and/or did not have all their 2016-2017 cards accounted for. We worked with delegates and cluster coordinators to contact the missing local units. We have not received follow up information from MD PTA, so do not know who is still missing information.
 - Received information that Harmony Hills ES PTA is not operating this year, though principal is hoping to revive it.
 - Kemp Mills was first PTA to pay their dues this year and they have been asking me since August if they won a banner since at the time our old incentives were up on our website and being the first unit to pay for 25 members was the early bird award. I have awarded Kemp Mill a banner to be fair, since it was stated as such on our website at the time they mailed in their dues. She has contacted me multiple times about it—the banner was very important to them. In the future we do not want to have time based rewards since the PO Box is not checked every day.
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- Areas of concern: I've heard several local units say "We have 25 members. That is all we need to remain a PTA. Why recruit more?" "What's the point of a PTA in a middle school or high school?" We need to be talking to our membership and helping them understand the advocacy work that we do.

Incentive structure:

Each month's Grand Prize Winner receive a customized 3x5 banner from Advanced Imaging Branding Solutions. We will also be raffling off 10 \$25 Giant gift cards to qualifying units each month

October - PTA 100

Report 100+ members to qualify for drawing

November – Sustain It!

Match last year's membership numbers & qualify for drawing

December – Build It

Exceed last year's membership numbers by 15% & qualify for drawing

January – Engage Them!

Highest engagement (membership vs. enrollment)

February - Midyear Master

Most members added since Jan 1

March - Finish Line!

Highest growth percentage from previous year

All incentives will be awarded based on membership payments reported to MCCPTA (not MDPTA) by the last day of the month. A PTA/PTSA unit must have a minimum of 25 members to be eligible to receive incentive awards. A unit must have had a minimum of 25 members last year to be eligible for growth awards. A PTA/PTSA unit may only be awarded one prize per academic year. If a unit qualifies for a second monthly award, it

will be recognized but the incentive will go to the next eligible qualifying unit. All units that qualify for monthly awards will be recognized, but only the first to qualify will receive the incentive for that month. Units must be in compliance with MD PTA to receive incentives.