2025-26 PTA Leader

TOOLKIT

LOUISIANA PTA

Section 6: Membership LouisianaPTA.org/membership



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Membership Introduction

The PTA (Parent Teacher Association) plays a pivotal role in fostering connections among parents, educators, and school administrators, while also offering support for school initiatives. A primary objective of PTA is to shine a spotlight on its own often unseen efforts, underscoring the profound value it brings to students. Membership can be as involved or as flexible as one's schedule permits. Exclusive privileges, such as the right to propose motions, engage in debates, and participate in PTA business decisions during General Membership Meetings, are reserved solely for members. PTAs may extend member-only perks, including access to directories, expedited entry at events, and spirit wear, among others.

Membership stands as the cornerstone of PTA, with the Membership Chair holding the responsibility for enlisting as many new members as possible. Without members, the PTA's initiatives cannot come to fruition. Membership is open to anyone who aligns with the National PTA mission and purposes. Inclusivity is a core commitment of the PTA, striving to represent and aid all those involved in nurturing and educating children.

PTA has three levels: the Local PTA Unit, Louisiana PTA, and National PTA. National PTA stands as the nation's largest and oldest nonprofit volunteer organization advocating for well-being of children. Its core mission revolves around enhancing the lives of all children and adolescents. Given the broad geographical, cultural, and economic diversity of its membership, the PTA holds immense potential to make a positive impact on every child. For graphics, resources, and documentation, visit **PTA.org** and select "Membership Resources" from the "Run Your PTA" menu. LAPTA extends its heartfelt appreciation to Membership Chairs for their dedicated work on behalf of the PTA!

How to Reach Your Goal

The number one reason people did not join PTA was because no one asked them, so remember to always ask! PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that they are part of a powerful association and action plan that focuses on programs and initiatives that strengthen the child's education and the family-school partnership. PTA is an investment in the child and supports teachers and the curriculum. There is no wrong way to PTA. All are invited to participate because we can do more together than apart.

How do you PTA? PTA is no longer a noun. It's a verb, an action plan working to support the success of all children. Members can help grow PTA's presence by joining, donating financially, or volunteering their time. Create a dynamic Welcome Packet at the start of school which can contain everything PTA for the upcoming year. Create a concise form for members to join and offer online purchasing options.

Setting Goals: LAPTA has a goal for each PTA at <u>LouisianaPTA.org/membership</u>. Set recruitment goals to keep everyone focused and on track for success. Continue to recruit throughout the year. Ask local businesses, extended family, local government, and community leaders. Make a good first impression to positively shape how members perceive PTA to set the tone to improve support, engagement, and membership renewal in the future.

Best Practices on How to Ask: When asked why they didn't join PTA, many people say, "Nobody ever asked me." It takes asking repeatedly before many finally hear and join. The membership should reflect the whole community, so remember to ask everyone. Not everyone will come into the school, see the Facebook post, or find the invitation in their child's backpack, so remember to ask everywhere and often.

Top 10 Reasons People Join PTA by Rank:

- 1. Support my local school
- 2. Take an interest in my child's education
- 3. Take a general interest in education
- 4. Stay informed on local campus news
- 5. Connect with teachers and administrators
- 6. Connect with other parents and community leaders
- 7. Support LAPTA's efforts to advocate for children
- 8. Volunteer for a position in the local school
- 9. Have a say on how funds are spent at my school
- 10. Stay informed on state-wide educational news

When figuring out how to inspire people to join, look at the reasons people say they joined and what they value the most. The research can also help to be ready to answer the question, why should I join? More than 90% of members join because they believe it is a great way to support their child, the school, and the community.

Celebrate successes and engage with members. When successful, shout it from the rooftops! People want to be a part of a successful group. Celebrating success accomplishes two goals which are member appreciation and recruitment. Sharing accomplishments also reminds members that their PTA is part of a larger association that does care about them. Encourage members to participate by creating volunteer opportunities and providing programs that will be of value. Members indicated the number one reason they join PTA is to support their school. Once they get involved in smaller ways, they may be comfortable with and interested in taking on a bigger role.

Visit PTA.org and select <u>Membership Resources</u> under the "Run Your PTA" menu where you can find graphics, resources, and support documentation. While a PTA can choose their own annual membership theme, National PTA chooses a phrase to motivate and recruit new members and reinforce the value of PTA membership.

The 2025-26 theme for Louisiana PTA is "Growing the Future Rooted in Tradition." Using unique Louisiana imagery, our theme invokes the PTA's longstanding history of advocating for children and highlights the goal of nurturing future generations. PTA's philanthropic work is an opportunity to give selflessly and to positively affect the lives of children. Become part of something meaningful and important where your contribution matters. To customize this and other membership themes, visit <u>LouisianaPTA.org/resources</u> in the Templates Section.



Membership Chair Duties

Whether there are more volunteers than can be managed or just a few dedicated people, a PTA can build a vibrant and robust membership. Growing membership is the most critical function in any PTA. Create quick and early momentum with these quick-start items!

mc	mentum with these quick-start items!
	Speak to the previous Membership Chair for tips and to get the previous year's roster.
	Email all Board Members, teachers, and last year's members inviting them to re-join for the new year.
	Challenge each Board Member to recruit five members.
	Ask the principal to routinely promote the value of PTA to the faculty and promote the PTA on the school
	marquee and other campus advertising opportunities. Ask each school board member to join the PTA.
	Create a PTA Welcome Packet to market the PTA to the families and to be distributed on the first day of school.
	Provide the school office with extra packets for families that register throughout the year.
	Work with a committee to develop a plan to accomplish the membership goal.
	Take advantage of the free resources at LouisianaPTA.org/membership. And LouisianaPTA.org/resources.
	Visit PTA.org under the Membership menu for lots of ideas and support documents.
	Register online with LAPTA at LouisianaPTA.org/register.
	Regularly submit dues at LouisianaPTA.org/membership by creating an account at Givebacks.com.
	Know your LAPTA membership goal. PTAs must purchase a minimum of 30 memberships per year.
	Understand and share the value that a thriving membership brings to the school and community.
	Form a committee to help plan, recruit, and recognize members.
	Use National PTA or LAPTA's annual theme or develop a unique message.
	Invite every family and faculty member to join PTA.
	Provide repeated opportunities for people to join at every PTA event, on social media, and in all communications.
	Distribute membership thank you notes with membership benefits listed at PTA.org.
П	Before each meeting, provide the Secretary and President with the most current membership roster.

☐ Frequently update the school, families, and community on progress toward the goal.

Celebrate membership successes with the school and on social media.

Procedure Binder or Digital Files

Create a Procedure Binder for membership using the previous Membership Chair's binder or start a new one. This can be digital if multiple backups are kept.

Tab 1: Include a summary of any accounts and passwords and the Board roster.

Tab 2: LAPTA Toolkit: Membership plus other relevant sections and the Bylaws

Tab 3: Membership Roster

Tab 4: Agendas & Minutes

Tab 5: Notes, flyers, email campaigns, etc.

Tab 6: Welcome Packet

Tab 7: Other

Givebacks.com & Collecting Dues Online

PTAs are encouraged to use Givebacks.com to collect membership dues electronically. This platform allows the PTA to easily create a custom website to sell items, fundraise, share documents, and effectively communicate with its membership. If a previous platform was used such as CheddarUp.com, list the new website address on the old platform to redirect families to the new site. Givebacks also offers an accounting platform for free. Find complete details on Givebacks at LouisianaPTA.org/givebacks.

The account must be in the PTA's name under its EIN. Givebacks requires a personal Social Security Number to open an account which must come from an authorized bank signer. This should be changed for future Boards. All deposit transfers from any money collecting platform must occur at least monthly directly into the PTA bank account and with a completed summary Deposit Form. Consult with your President to see if an account already exists.

LAPTA determines the types of memberships offered through Givebacks, but the Local PTA Unit sets their own price for each membership. The dues are also listed in the Bylaws. The membership types are 1) One Parent/Adult, 2) Grandparent, 3) Student, 4) Faculty/Staff, 5) Business, and 6) Other. For example, a PTA might have the dues of \$10/parent or adult, \$8/grandparent, \$5/student, \$5/faculty, \$25/business, and \$10/other. Part of those dues covers the portion for LAPTA and National PTA (\$4.50/member).

Submit Membership Dues to LAPTA

When someone joins a Local PTA Unit, they also become a member of Louisiana PTA (LAPTA) and National PTA. Each PTA must submit \$4.50 per member to LAPTA. LAPTA retains \$1.25 and forwards National PTA's portion of \$3.25 on behalf of the PTA. The Local Unit is obligated to remit dues for every person who joins their PTA. A PTA's Affiliation and nonprofit status will be in jeopardy if it does not submit dues for the actual number of members. Loss of the PTA nonprofit status would require the PTA to pay income tax to the IRS.

Membership in PTA is required for the privilege of voting, holding office, and attending the LAPTA and National PTA Conventions as a voting delegate. All Board Members are required to submit membership dues to their Local PTA. See the Roster Sign-In Sheet on the Secretary Toolkit to help track who on the Board owes dues. Joining one PTA does not give voting privileges in another PTA. Membership is valid from date of issue through June 30 of each year. The Treasurer deposits the money collected from membership drives as soon as possible. Membership dues are submitted monthly to LAPTA by creating an account at Givebacks.com, linked at LouisianaPTA.org/membership.

STEP 1: The first step to processing memberships is to go to <u>LouisianaPTA.org/membership</u>. Click "SUBMIT DUES" which will bring you to Givebacks.com. Consult with your President to see if an account already exists.

STEP 2: Select the membership type and enter the information for each member, including their first name, last name, and email or phone number. Purchase the exact number of individual memberships sold by the PTA for \$4.50/member. LAPTA gets \$1.25 and then forwards \$3.25 to National PTA on your behalf. Repeat monthly.

Create a Custom PTA Value Message

When seeking PTA members, remember to always make an explicit ask to join. Clarify what PTA membership means and that it is different from volunteering. Remember that *everyone* belongs in PTA, and that everyone is interested once they understand the PTA's values and role. To create a custom PTA message, use the following high-value areas for the different audiences the PTA wants to recruit. For each value, answer three questions and then combine it into a Value Message. Below are sample answers put together to create an impactful statement. See the complete details **here**.

Value Message 1: PTA Creates Connections

- 1) Why should I join the PTA? SAMPLE ANSWER: Your PTA membership can help you build a village to support your child and connect you locally and nationally to a network that supports all children.
- 2) How does the PTA create connections? ANSWER: Meet and have fun with new people and families with kids your child's age. Connect to important school and community resources.
- 3) How do those ways benefit me/my child? ANSWER: Access resources beyond the school, like [insert examples of things your PTA has done or intends to do.] You can also give examples from National PTA.

Customize the following graphic to fit your PTA message, name, and add your website and QR Code.



PTA Name

Join PTA because your membership helps build a village to support your child and connect you to local and nationwide networks that support all children. Join to connect to important school and community resources, like mental health resources from Healthy Minds Program, or parenting news and tips from the Notes from the Backpack Podcast. Will you support our efforts by becoming a member?

Join PTA by scanning the QR Code or online at ...

Value Message 2: PTA Supports Your Child

- 1) Why should I join the PTA? ANSWER: Our PTA supports your child with education, health, & safety programs.
- 2) How does the PTA support me/my child? ANSWER: Gain access to resources that support child development in the arts and sciences, physical and mental health, digital safety, etc.
- 3) How do those ways benefit me/my child? ANSWER: PTA hosts guest reader events and book fairs and donates books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

Customize the following graphic to fit your PTA message, name, and add your website and QR Code.



PTA gives you the tools you need to support your child's academic, social, and emotional growth.

PTA Name

Join PTA because PTA supports your child with education, health, and safety programs. When you belong to our PTA, you'll gain access to resources that support whole child development in the arts and sciences, physical and mental health, digital safety, and more! PTA helps you and your child by hosting guest reader events and book fairs and by donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

Join our PTA by scanning the QR Code or online at ...

LAPTA Monthly Membership Challenges

The 2025-26 LAPTA membership goal is 11,000 for our 102nd year and we need our PTAs to help us reach that goal. To be eligible for awards, all PTAs must have all officers registered and have 100% Active Affiliation status (after October 31) with LAPTA. Each challenge is based on reaching a certain percentage of the PTA's goal set by LAPTA. Therefore, you do not need to strategize about submitting dues as in previous years. The qualifying PTAs will receive recognition and automatically enter a monthly drawing for \$100 plus other bonus prizes for the Board Members to reward your hard work!

August "Get Up & Geaux!" Award

Reach 25% of your LAPTA goal by August 31 and all officers registered with LAPTA

September to Remember Award

Reach 50% of your LAPTA goal by September 30

October Spooktacular BOOst Award

Reach 75% of your LAPTA goal by October 31 and complete the Affiliation Report

January Goal Getter Award

Reach 100% of your LAPTA goal by January 31

February Above and Beyond Award

Surpass your LAPTA goal by at least one member by February 28

LAPTA Annual Membership Awards

The 2025-26 LAPTA membership goal is 11,000 for our 102nd year and we need our PTAs to help us reach that goal. PTAs are qualified by LAPTA without application by the PTA. LAPTA will use the membership totals as of March 31 and will announce the winners in April.

Goal Getter Award

Reach at least 100% of the LAPTA membership goal

Overachiever Award

Exceed the LAPTA goal by at least 10%

Triple Crown Award

Reach the LAPTA membership goal for at least three consecutive years

All Star Staff Award

100% membership of teachers and administrators

Every Child, One Voice® Award

Membership total is at least 100% of student enrollment count

Customize the PTA Logo

PTA established guidelines for the proper use of the PTA name, logos, and tagline (every child. one voice®). When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from other organizations. The success of the PTA brand identity depends on all PTAs' adherence to the guidelines. PTAs may not change the PTA logo which is a registered trademark. Visit Canva.com to customized your PTA or PTSA logo. The PTA Blue is Pantone 541c, or hex code #1A3E6F, or RGB (26, 62, 111). Only PTA Blue, black, or white may be used. The font is Arial Black.



Sample "Membership Ask" Email

SUBJECT: PTA For Your Child!

Hello! It's time for another exciting school year to start and an important part of Madison High School is our PTA (Parent Teacher Association.) MHS PTA supports critical academic needs, is an active voice on decisions that impact your child's health, safety, and quality of education, and builds a stronger, more inclusive school community. We invite you to join and *PTA For Your Child* because increasing our membership, even by one, makes it possible to do: [List programs and events]

There is no right or wrong way to be involved. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. It only takes 5 minutes at [website]. Use a complete email signature with all PTA information and graphics.

Sample Thank You Note

SUBJECT: PTA For Your Child Thank you!

Thank you and congratulations! You are now a member of SES PTA, Louisiana PTA, and the National PTA. Check out **SpringfieldPTA.Givebacks.com** and PTA.org/memberoffers for member benefits. Because of you, SES PTA will be able to support educational and curriculum needs, advocate on behalf of your child at the local, state, and national level, and build an inclusive school community for all families. Your PTA dues directly support Three-in-a-row Honor Roll Picnic, PBIS Buck Stop, Teacher Appreciation Luncheons, Library Literacy Program.

To stay informed, follow us on Facebook @SpringfieldPTA and join us on September 12 for our next PTA meeting. There is no wrong or right way to be involved. Anything you can give, whether it's time or money, is an investment in your child. How will you PTA?



Sally Cleveland, SES PTA Membership Chair SESPTA.membership@gmail.com, SpringfieldPTA.Givebacks.com (555) 555-5555 #PTAForYourChild How Do You PTA? PTA For All Children!

Include the Membership Card image posted at LouisianaPTA.org/membership.

Sample Membership Sign-Up Flyer

Springfield Elementary PTA Membership Sign-Up

As we start another exciting school year, an important part of Springfield Elementary is **our PTA**. We invite you to join and **PTA For Your Child** because increasing our membership, even by one, makes it possible to have:

Mental Health Speaker \$25 Teacher Mini-Grants Campus Beautification
Springfield Scholar Breakfast

Staff Appreciation Lunches Breakfast of Champions

There are many ways to PTA. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. Members of Springfield Elementary PTA are also members of **National PTA** and **Louisiana PTA**! For member benefits, see PTA.org/memberoffers. This form and dues may be submitted online at **SpringfieldPTA.Givebacks.com**.

PTA MEMBERSHIP		
Student Name:		Homeroom Teacher:
Adult Name:		
Email:		
Membership Type: ☐ Student ☐	Parent Grandparent D	Staff Business Other:
Adult Name:		Relation to Student:
		Phone:
Membership Type: 🗆 Student 🗆	☐ Parent ☐ Grandparent	☐ Staff ☐ Business ☐ Other:
For Business Memberships, Busine	ess Name:	
Email:		
Address:		
		\$
	Cash or check to SES PT	A, or credit cards at SpringfieldPTA.Givebacks.com.
I'D LIKE TO VOLUNTEER	FOR	
☐ General Volunteer	☐ Hospitality	Room Parent
☐ Beautification	☐ Library	Springfield Scoop Newsletter
☐ Spirit Wear Shop	☐ Membership	☐ Talent Show
Office Volunteer	☐ Reflections Arts Pro	gram
Name	Phone	Email
Name	Phone	Email

This form and dues may be submitted electronically at **SpringfieldPTA.Givebacks.com**. If you send in the paper form and payment, return it to homeroom teacher.

Membership Callendar

Ju 0000000	Make plans to attend August leadership training with LAPTA. Meet with outgoing membership chair and new President and set goals for the new year. Develop a membership campaign and theme. Enlist the help of membership committee, Board Members and school principals to ensure a successful year. Consult the theme chosen by National PTA. Make plans to attend all Board Meetings. Ensure that funds are in the budget for membership promotion posters, awards, prizes, and flyers. Prepare necessary materials for membership enrollment such as Welcome Packet with President. Present your membership plan to the Executive Committee for feedback. Review all LAPTA awards and make plans for eligibility.
	Attend LAPTA training if able or review online training options at LouisianaPTA.org/training. Implement the membership enrollment campaign. Make sure every Board Member joins PTA which is required for Board Members. Publicize! Use all media, such as email, Facebook, Instagram, Twitter, newsletters, and bulletin boards. With the principal's approval, publicize the membership campaign by displaying posters in halls. Have the campaign materials ready for the first day of school and registration. Secure lists of teachers and classroom counts from school secretary. Have enrollment tables for the first event that parents attend. Have change on hand if accepting cash. Use posters and artwork to display membership campaign progress. Keep a membership roster.
	Ask everyone to join such as bus drivers, grandparents, mayor, judges, school board reps, or superintendents. Solicit faculty support and room reps to keep the momentum going. Continue to publicize membership in PTA. Update membership on progress towards goals. Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary. September to Remember Challenge: Reach 50% of your goal by September 30.
	Give the school office extra Welcome Packets to give to new students when they enroll in school. Submit dues at LouisianaPTA.org/membership . Share membership roster with President and Secretary.
No	Inform Local PTA Unit of progress toward goals. Set up a membership table at all PTA meetings and activities.
	ecember Submit dues at <u>LouisianaPTA.org/membership</u> . Share membership roster with President and Secretary. Relax and enjoy the holidays.

Nuary Kick off a new campaign. Continue to recruit new members and try to reinstate dropout members. Evaluate progress and plan any innovative approaches. Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary. January Goal Getters Challenge: Reach 100% of your goal by January 31.
bruary Celebrate National PTA's birthday on February 17, 1897, and Louisiana PTA's birthday on February 9, 1923. Invite new families to join. Continue to recruit members. Honor someone from your school with honorary National PTA Life Membership. Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary. February Above & Beyond Challenge: Exceed your LAPTA goal by at least one by February 28.
Submit membership dues by March 31 to qualify for LAPTA awards. Begin preparing Procedure Binder for the next Membership Chair. Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
Celebrate your success. Thank you for an excellent job! Pass your records to the new Membership Chair. Send a final thank you to your members. Ask them to join PTA for the next year. Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.