Membership

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Make Membership a Priority
Membership stands as the cornerstone of the PTA. Without members, the PTA doesn't exist. Membership is open to anyone who aligns with the National PTA mission and purposes. PTA has three levels in Louisiana: the Local PTA Unit, Louisiana PTA (LAPTA), and National PTA (NPTA). NPTA is the nation's largest (2+ M) and oldest (128 yrs!) nonprofit volunteer organization advocating for children's well-being. Its core mission is to enhance the lives of all children and teens. National PTA provides local PTAs with many resources, programs, training, contests, awards, and grants.

Please make membership a priority! LAPTA sets the annual goal for all PTAs. The goal is listed at Givebacks.com or at LouisianaPTA.org/membership. Members of the Local PTA Unit are also members of LAPTA and National PTA. Each PTA submits to LAPTA $4.50/member/year. LAPTA then pays $3.25 to National PTA and retains $1.25. Membership is valid from the date of issue and expires on June 30 of each year. Use an online purchasing platform such as Givebacks.com.

Monthly Membership Challenges
LAPTA has a goal of 10,500 members. Each challenge is a percentage of the goal set for the Local PTA by LAPTA. The qualifying PTAs will receive a digital badge, certificate, and are entered into a $100 drawing PLUS other bonus prizes!
- **August "Get Up & Geaux!" Award** – Reach 25% of your LAPTA goal by August 31 and all officers are registered
- **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 submit Affiliation
- **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

Annual Membership Awards
- **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

Increasing Membership – Grow Your PTA Family
- Start the year with a Welcome Packet including President's welcome note, events, calendar, programs, how the PTA gives back, previous year's accomplishments, fundraising events, membership sign-up form, and Givebacks link.
- KEEP ASKING your families to join PTA at all school events. Clarify that joining does not mean volunteering.
- Provide teachers with a PTA slide for the parent Open House presentations in the classrooms.
- Keep asking teachers to join at all PTA teacher events. Create a membership door hanger for teachers who join.
- Include a Membership Flyer with a QR code to join online with all purchases/deliveries from PTA.
- Use **Talking Points for Teachers App** to text families. Recipients do not need to download the app to receive texts.
- Ask the principal to do a text message to all parents to join PTA including a link to join online.
- Host a grandparent event and ask them to join. Use easy paper forms. Accept multiple forms of payment.
- Sign up for PTA.org Membership Mania emails. Use Recruitment Tools from NPTA. Many are available in Spanish.
- Use the car line to your advantage by passing out flyers and introducing PTA to the families.
- Have a visible Membership Thermometer or Goal Chart. Find your goal at LouisianaPTA.org/membership.
- Hold membership drawings and giveaways targeting specific groups, such as students, teachers, and families.
- Students can be members! Get prizes donated from local stores or community members.
- Offer benefits such as Free Dress Day, Front-of-the-Line pass, reserved parking spots, etc.
- Share Year-End Summary of all PTA work at the end of the year and Projected Summary at the start of the year.

"125 Ways to Increase Membership" PDF Summary

- **COMMUNICATIONS**: Distribute a Welcome Packet on Day 1. Use both paper sign up forms and online sign up to accept cash, check, and electronic payments. Have PTA social media accounts. Use your custom PTA logo on everything. Have PTA shirts and nametags for the Board. Include membership flyer in deliveries. Show what PTA does and how the money is spent. Translate PTA materials. Have a bulletin board with membership goals, QR code, flyers, newsletters, calendar, etc. Create a Member Tree display and watch it grow.
- **CAMPAIGNS**: Use an annual theme. Encourage members to bring a friend to PTA meetings. Have a Carline Campaign to distribute flyers and meet people. Ask families for feedback and let them know they were heard. Use "Join PTA" yard signs. Offer parent education workshops on homework tips, teen driving, substance abuse, internet safety, or applying for college. Have a campaign that asks men to join. Host a picnic for new families.
- **SCHOOL**: Always have a greeter to welcome everyone at all events. Always have a membership table. Have a membership collection box in the school office. Have General Membership Meetings before well-attended school events. Have JOIN PTA signs throughout the school with membership forms and QR codes.
- **TEACHERS**: Ask teachers to join by putting sign up forms in their mailboxes. Include what PTA did last year and will do this year. Put a poster in the staff lounge. **PTA***: Without the "T,"* **PTA** *is* **PA***thetic*. Have the principal ask them to join and include an incentive like free dress day. Host a back-to-school luncheon and ask them to join. Thank them personally. Give them a PTA Membership door hanger. Set a staff or teacher goal. Have a teacher rep on the PTA Board. Ask teachers how PTA can help them and then do it.
- **STUDENTS**: Offer student incentives. Have a student membership recruitment table run by students. Use a Text-to-Join Campaign. Create a social media campaign. Set a student membership goal. Create a commercial using the students. Invite Reflections participants to join. Let students have their voice heard.
- **COMMUNITY**: Attend community events and display PTA posters. Ask businesses to join and if you can leave newsletters in their waiting rooms. Create a PTA membership poster for business members to display. Ask school board members, superintendents, politicians, etc. to join. Solicit sponsorships in exchange for publicity. Partner with other local nonprofits. Know the community's needs and then meet those needs.

Submit Dues at npo.givebacks.com. See LouisianaPTA.org/givebacks.

Log into npo.givebacks.com. Review LouisianaPTA.org/givebacks for details on Givebacks (GB). ***Only the **President** and **Treasurer** are given access to submit dues in GB.*** Email Affiliation@LouisianaPTA.org for help setting up a new account. If your email is associated with more than one PTA, select the correct Local PTA.

1. **If you use GB** to collect dues from your members, on the GB dashboard, select Memberships>Remit State Dues. There is a yellow highlighted bar near the top that will say how much dues is owed to LAPTA. Click the Send ACH Payment button, enter the bank account information, and click Save. The dues will be transferred plus $2 fee to LAPTA. The bar is blue when no money is owed to LAPTA. The itemized past payments will be listed on the page.
2. **If you do not use GB** to directly collect dues from members, there are 2 ways to import membership info.
   a. On the GB dashboard on the left side menu, select Memberships>Members. In the upper right corner, select the ••• 3-dot menu and select Import Members. Download the GB Template spreadsheet. DO NOT CHANGE the header labels. The Member Type must **exactly** match those listed under your Membership Products. The default types are Student, Faculty/Staff, Grandparent, Parent/Guardian, Business, and Other. You can add more custom types. Every email must be unique. Student memberships do not require an email. Under Step 2, check the 2 boxes, add your initials, and click *Add CSV* to upload your spreadsheet. To view all memberships, Select Memberships>Members.
   b. On the GB dashboard on the left side menu, select Memberships>Members. In the upper right corner, select the ••• 3-dot menu and select *Add Cash/Check Member*. Select the type, enter the other information, and click *Save*. The membership will now be visible under Memberships>Members. If you cannot select the Membership Type, then you need to make the products visible in your store first. Go to Memberships>Membership Products. Click the ••• 3-dot menu to the right of each product type and select *Edit Product Visibility* for each item. Check the 2 boxes and save. You can add custom memberships by clicking the blue New Membership Products button in the top right corner.
3. On the GB dashboard on the left side menu, select Memberships>Remit State Dues. There is a yellow highlighted bar near the top that will say how much dues is owed to LAPTA. Click the *Send ACH Payment* button, enter the bank account information, and click Save. The dues will be transferred plus $2 fee to LAPTA. The yellow bar will now be blue designating that no money is owed to LAPTA, and the itemized payment will be listed on the page. LAPTA will need to enter a *Received By* date to update the payment status to *Received*. This will be done by the 5th day of each month.