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Showing Value and Shifting Perceptions: A Path to Membership Growth

Showing Value and Shifting Perceptions



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Our WHY...*Every Child. One Voice.*



PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Learning Objectives:

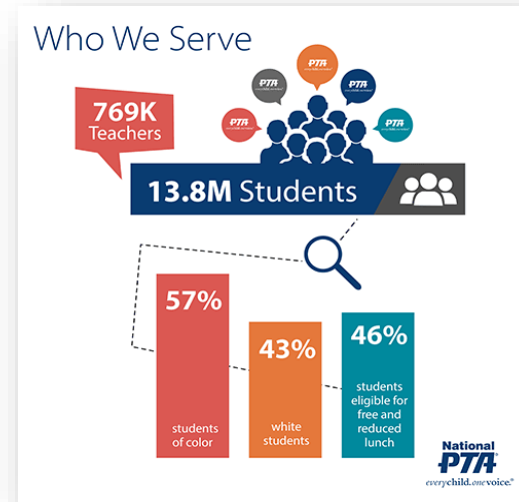
- Highlight the Value and Benefits of PTA Membership
- Shifting Perceptions of PTA
- Strategies to Grow Membership

Understanding the Value of Membership

What *IS* PTA?

Largest and oldest child advocacy organization in the country!

- Who we serve nationally



Understanding the Value of Membership



What *IS* PTA?

Largest and oldest child advocacy organization in the country!

- Who we serve statewide and locally



MCS NOBLE MIDDLE SCHOOL PTA



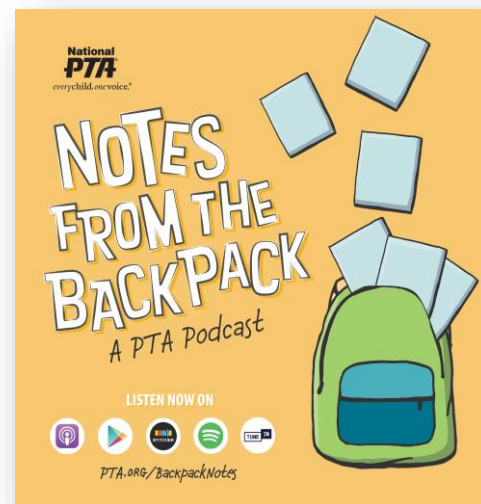
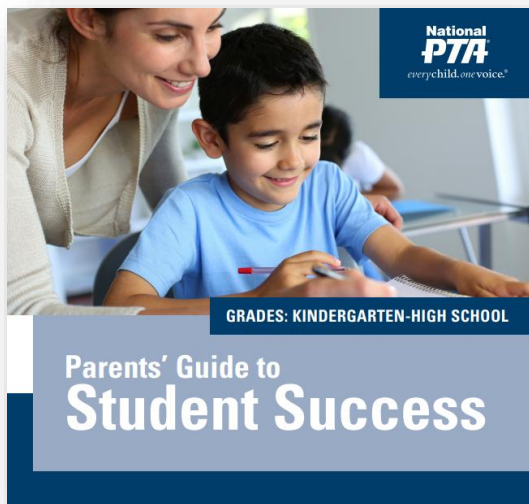
Understanding the Value of Membership

Benefits of PTA Membership for **Students**



Understanding the Value of Membership

Benefits of PTA Membership for Families



Understanding the Value of Membership

Benefits of PTA Membership for Schools & Communities



**SCHOOL OF
EXCELLENCE**



Shifting Perceptions

How *you* think others view your PTA:



How others *really* view your PTA:



PTA Myths & Truths

MYTHS VS TRUTHS 10 PTA MEMBERSHIP MYTHS AND TRUTHS

- MYTH:** PTA membership is only for moms.
TRUTH: PTA is for everyone! Parents, grandparents, teachers, grandmothers, administrators, school board members, parents, kids, community members, etc.
- MYTH:** Joining PTA requires you to volunteer.
TRUTH: You want to volunteer? Great! But you don't have to. You can just support as a member if you prefer.
- MYTH:** All members have a child in the PTA.
TRUTH: PTA membership is open to anyone who lives in the school district. You can be a grandparent, a teacher, a parent, or even a community member.
- MYTH:** Many PTAs meet after school.
TRUTH: PTAs meet at various times throughout the year. Some meet during the school day, some after school, and some virtually.
- MYTH:** PTA membership costs a lot of money.
TRUTH: PTA membership fees vary by school district. Some districts have a fee, while others do not. The fee is usually used to support PTA activities and programs.
- MYTH:** PTAs are only for the school year.
TRUTH: PTAs are active year-round. They plan and execute events throughout the year, including summer events and fundraisers.
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- BONUS MYTH:** PTAs are only for the school year.
TRUTH: PTAs are active year-round. They plan and execute events throughout the year, including summer events and fundraisers.

MITO VS VERDAD 10 PTA MITOS Y VERDADES DE LA MEMBRÍA DE PTA

- MITO:** La membresía de PTA es sólo para las madres.
VERDAD: PTA es para todos los padres, abuelos, maestros, abuelas, administradores, miembros de la junta escolar, los líderes comunitarios y los voluntarios, etc.
- MITO:** Unirse a PTA implica hacer voluntariado.
VERDAD: Si quiere hacer voluntariado, ¡excelente! Pero no es necesario. Usted puede apoyar como miembro si prefiere.
- MITO:** Todos los miembros de PTA tienen un hijo en la PTA.
VERDAD: PTA es para todos los padres, abuelos, maestros, abuelas, administradores, miembros de la junta escolar, los líderes comunitarios y los voluntarios, etc.
- MITO:** Muchos PTAs se reúnen después de la escuela.
VERDAD: Los PTAs se reúnen a diferentes horas durante el año. Algunos se reúnen durante el día escolar, algunos después de la escuela, y algunos virtualmente.
- MITO:** La membresía de PTA cuesta mucho dinero.
VERDAD: Las tarifas de membresía de PTA varían por distrito escolar. Algunos distritos cobran una tarifa, mientras que otros no. La tarifa generalmente se utiliza para apoyar las actividades y programas de PTA.
- MITO:** PTA es sólo para el año escolar.
VERDAD: PTA es activa durante todo el año. Planifican y ejecutan eventos durante todo el año, incluidos eventos de verano y recaudación de fondos.
- MITO:** PTA es sólo para el año escolar.
VERDAD: PTA es activa durante todo el año. Planifican y ejecutan eventos durante todo el año, incluidos eventos de verano y recaudación de fondos.
- MITO:** PTA es sólo para el año escolar.
VERDAD: PTA es activa durante todo el año. Planifican y ejecutan eventos durante todo el año, incluidos eventos de verano y recaudación de fondos.
- MITO:** PTA es sólo para el año escolar.
VERDAD: PTA es activa durante todo el año. Planifican y ejecutan eventos durante todo el año, incluidos eventos de verano y recaudación de fondos.
- EXTRA MITO:** PTA es sólo para el año escolar.
VERDAD: PTA es activa durante todo el año. Planifican y ejecutan eventos durante todo el año, incluidos eventos de verano y recaudación de fondos.

How Can Teachers Play a Role in PTA? Separating Fact from Fiction

MYTHS VS TRUTHS Teachers Edition

- MYTH:** Only parents can join PTA.
TRUTH: PTA is not just for parents. The "T" in PTA stands for teachers and other school professionals, administrators, and school support staff.
- MYTH:** Teachers who join PTA are required to volunteer and attend meetings.
TRUTH: Like all PTA members, volunteering and attending meetings is not a requirement. Teachers who join PTA can help in many ways that do not require extra time or effort.
- MYTH:** Teachers are not interested in PTA involvement.
TRUTH: Many teachers value PTA support and collaboration. They appreciate opportunities to connect with parents and the community to advocate for students' needs and enhance the school environment.
- MYTH:** PTA doesn't provide support for teachers.
TRUTH: PTA advocates for the entire school community, including teachers. National PTA works to secure adequate funding for public education to ensure schools have the proper resources needed to help children learn, grow and succeed.
- MYTH:** Teachers don't need to support PTA's advocacy work.
TRUTH: The teacher voice is essential for our mission. PTA has an over 125-year legacy of advocacy working side-by-side with parents, teachers and children to take action on the issues facing children, families and our communities.
- MYTH:** PTA does not partner with teacher organizations in its work.
TRUTH: National PTA partners with multiple teacher groups and educational stakeholders to advocate for policies that benefit both students and teachers.
- MYTH:** PTA fosters collaborative partnerships between families and teachers by meeting to gather through advisory programs, activities, meetings and events. PTA offers opportunities for meaningful engagement. Teachers' expertise and input are essential in driving effective PTA issues that benefit students and their families.
- MYTH:** Teachers can't serve on a PTA.
TRUTH: All members—including teachers—can run for and be elected to a PTA board. Check your school district rules.

Cómo pueden los maestros cumplir un papel en PTA: Separando la ficción de los hechos

MITOS VS Verdades Edición Maestros

- MITO:** Solo los padres pueden unirse a PTA.
VERDAD: PTA es no sólo para los padres. La "T" en PTA es por los maestros, administradores, personal de apoyo académico, administrativos y personal de apoyo escolar.
- MITO:** Los maestros que se unen a PTA están obligados a hacer voluntariado y asistir a reuniones.
VERDAD: PTA ofrece un rol para todos los maestros. Los maestros que se unen a PTA pueden ayudar de muchas maneras que no requieren tiempo adicional o esfuerzo.
- MITO:** Los maestros no están interesados en involucrarse en PTA.
VERDAD: Muchos maestros valoran el apoyo y la colaboración de PTA. Les gusta tener oportunidades para conectarse con los padres y la comunidad para apoyar a los estudiantes y mejorar el entorno de la escuela.
- MITO:** PTA no ofrece apoyo para los maestros.
VERDAD: PTA aboga por toda la comunidad escolar, incluidos los maestros. PTA trabaja para asegurar que los maestros tengan los recursos necesarios para enseñar y apoyar a los estudiantes.
- MITO:** PTA no ofrece apoyo para los maestros.
VERDAD: PTA aboga por toda la comunidad escolar, incluidos los maestros. PTA trabaja para asegurar que los maestros tengan los recursos necesarios para enseñar y apoyar a los estudiantes.
- MITO:** Los maestros no necesitan apoyar el trabajo de PTA.
VERDAD: La voz del maestro es esencial para nuestra misión. PTA tiene una herencia de más de 125 años de trabajo en colaboración con los padres, maestros y niños para abordar las preocupaciones de los estudiantes y sus familias.
- MITO:** PTA no se alinea con las organizaciones de maestros.
VERDAD: PTA trabaja con múltiples organizaciones de maestros y educadores para promover políticas que beneficien a los estudiantes y sus familias.
- MITO:** PTA no ofrece apoyo para los maestros.
VERDAD: PTA aboga por toda la comunidad escolar, incluidos los maestros. PTA trabaja para asegurar que los maestros tengan los recursos necesarios para enseñar y apoyar a los estudiantes.
- MITO:** Los maestros no pueden servir en una PTA.
VERDAD: Todos los miembros, incluidos los maestros, pueden ser elegidos y servir en una junta de PTA. Verifique las reglas de su distrito escolar.

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LOS MAESTROS PERTENECEN A PTA | PTA.org/Join
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Priorities and Strategies



“When my company started really growing, I didn’t have any help in my house at all. I had the upkeep of my daily life, I had a one-year old and a three-year old, and I had my house. So, I had to prioritize.” – Julie Aigner Clark

Shifting Perceptions

Identify
Strengths and Weaknesses



Shifting Perceptions



Using Surveys

- Entire School Community
- Students
- Teachers and Staff
- Admin
- District Personnel
- Parents/Grandparents/Guardians

Shifting Perceptions

Research

- District
- State information
- Community
- Other organizations
- Resources available



Shifting Perceptions



Conversations

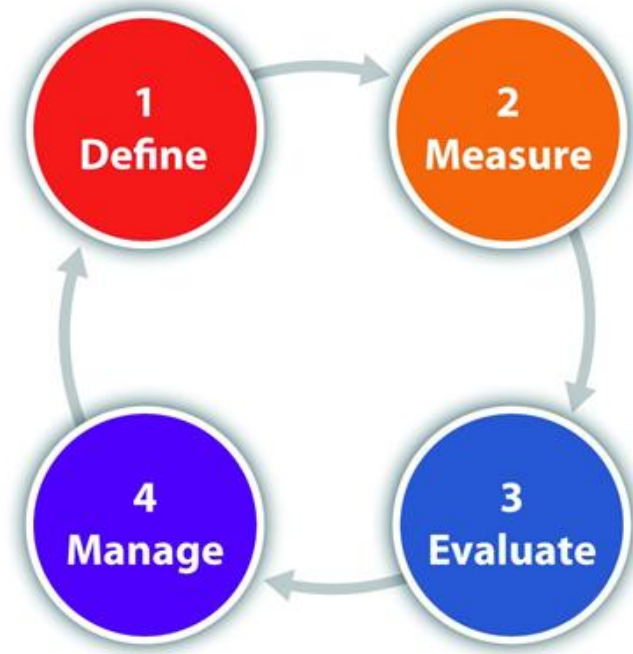
- Groups Surveyed
- Administrators
- Teachers and Staff
- Parents
- Our Students!



Effective Strategies for Increasing Membership

What will define your PTA?

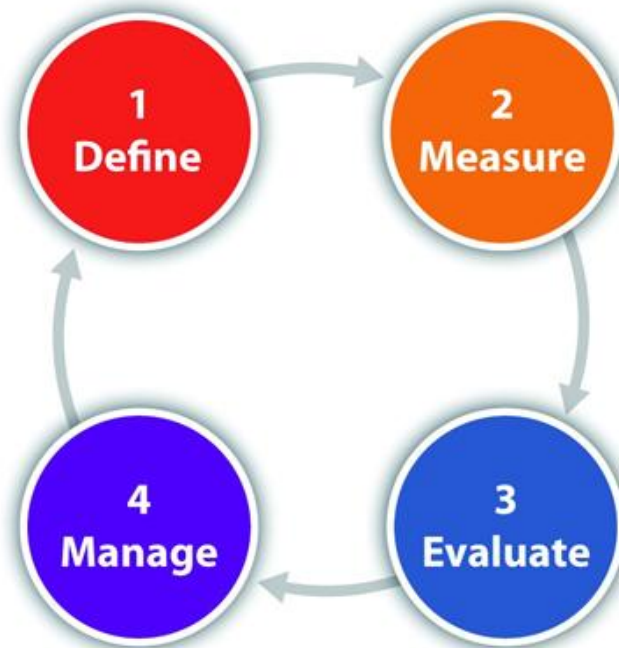
- Information Collected
- National PTA Resources
- You Belong



Effective Strategies for Increasing Membership

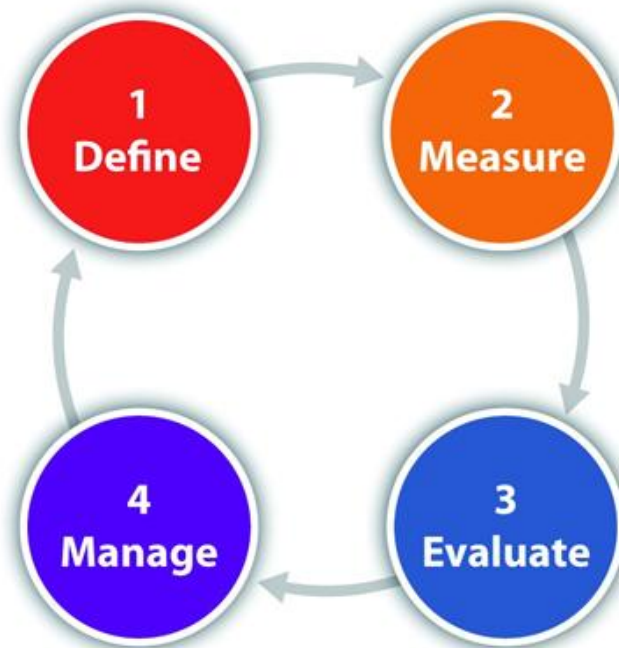
Making things happen

- Calendar of events
- Communication plan
- Delegating tasks



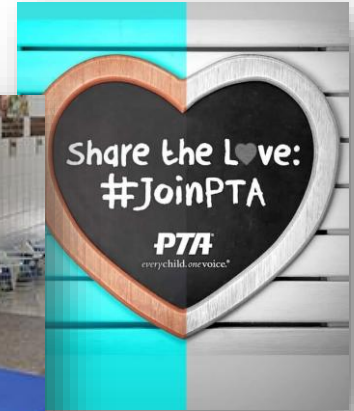
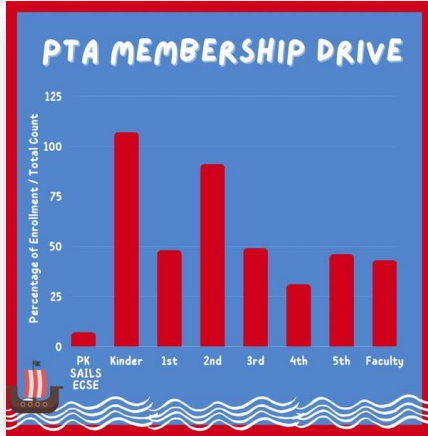
Effective Strategies for Increasing Membership

Evaluate and Manage



Effective Strategies for Increasing Membership

Your *FALL* Membership Campaigns



Effective Strategies for Increasing Membership

Your *MID-YEAR* Membership Campaigns



FOUNDERS' DAY CHALLENGE
1897 MEMBERS STATEWIDE

5 NEW MEMBERS PER PTA

By February 28, 2025

Washington State
PTA
everychild.onevoice.®

The poster features a diverse group of people of various ages and ethnicities standing together. The background is white with purple and orange geometric shapes.



**THIS JANUARY,
JOIN US ON A
VOYAGE OF
DISCOVERY**

The poster shows a cartoon explorer character with a blue body, wearing a red and white striped shirt, blue pants, and a brown hat. The character is holding a magnifying glass over an open treasure chest that contains a membership card. The background is a warm, golden-yellow color with a subtle pattern.



**FOUNDERS' DAY CHALLENGE:
EXPAND. INSPIRE. CELEBRATE!**

Founders Day
February 17

Honor the Legacy:
Grow the PTA Family!
Invite friends, neighbors,
and local businesses to
join and make a
difference today!

What's in it for your PTA?

- ✓ Earn a digital badge
- ✓ Get featured on Florida PTA's social media
- ✦ Deadline: February 28, 2025

Let's honor our past and grow our future.

FOUNDERS' DAY MEMBERSHIP AWARD
2024-2025
HONOR THE LEGACY
GROW THE FUTURE

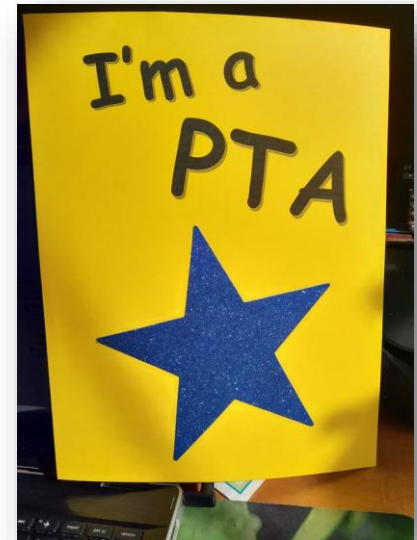
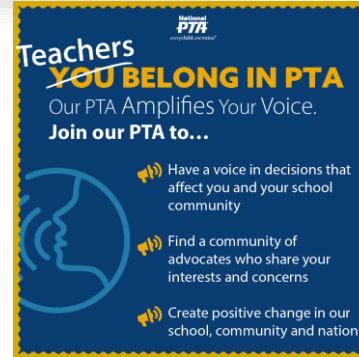
Contact:
vp.membership@floridapta.org
membership@floridapta.org

www.floridapta.org

The poster has a blue and orange color scheme. It includes a QR code in the bottom right corner and a small image of a gold award medal.

Effective Strategies for Increasing Membership

Your *YEAR END* Membership Campaigns



Effective Strategies for Increasing Membership



Event ideas to promote value and membership at your PTA

Support & Resources



- PTA.ORG
- Membership Mania
- Your State
- PTA Local Leaders Facebook Group
- Follow other PTAs on Social Media
- Download Resources from this Class

You're part of a PTA team!

Share in Chat:

- One thing you learned today or resource you want to try
- One thing you'd like to learn more about

THANK YOU

FOR ATTENDING!