PTA Leadership Training Membership Hosted by Louisiana PTA

LouisianaPTA.org/membership Membership@LouisianaPTA.org

Why are we here? Why do you PTA?

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

2

Objectives today:

- · Become aware of LAPTA Officer and Unit requirements
- Review the duties of the Membership VP/Chair and committee members
- Learn about Membership Campaigns
- Define the Value of PTA how to create a PTA Value Message
- Learn about the LAPTA Monthly Membership Challenges and Annual Awards
- Become aware of the LAPTA Communications and Social Media Guidance memo

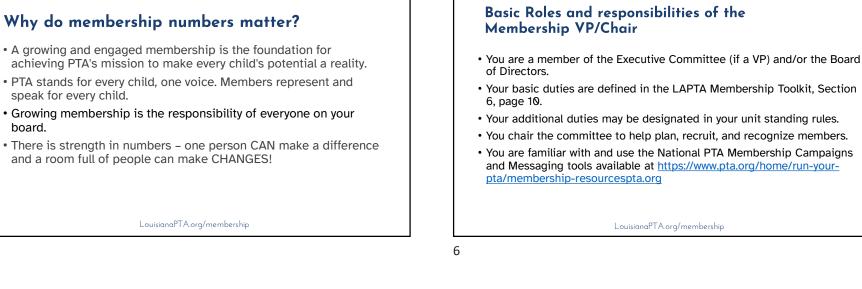
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Where to start? With Sign-Ups & Downloads

- Register at LouisianaPTA.org/submit-officer-data-1. This is required and will allow you to receive LAPTA emails and e-newsletters.
- Visit LouisianaPTA.org/membership
- Download the **LAPTA Toolkit: Membership Sec 6**. The Toolkit contains information on your job
- Create an account at **PTA.org and create an account.** There is lots of information plus e-Learning and "Thrive" educational videos.
- Reminder: all officers need to be **PTA members** of their Local PTA Units -- this also makes you a LAPTA and National PTA member.

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1



speak for every child.

board.

Roles and Responsibilities, cont'd:

- · You regularly submit dues and membership rosters at https://www.louisianapta.org/submit-dues encourage your unit to participate in the LAPTA membership contests
- You provide the Executive Committee the most current membership roster monthly.
- You provide repeated opportunities for people to join your PTA throughout the year.
- · You thank all your members for joining.
- You celebrate your membership successes!

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Membership Dues - What Do They Provide

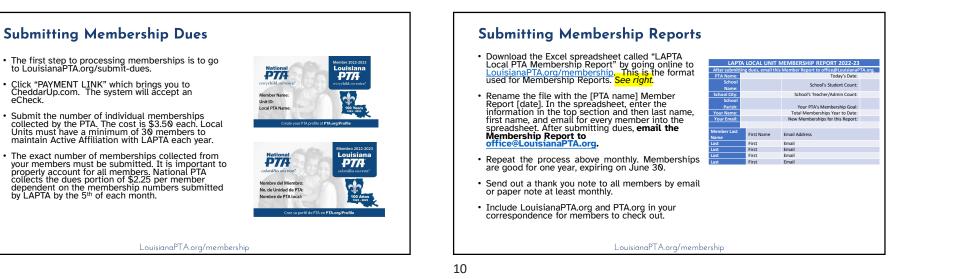
PTA dues directly support your child.

PTA dues support advocacy efforts at the local, state and national levels, impacting decisions affecting your child's health, safety and quality of education.

PTA dues support our work to strengthen connections between your family, your child's classmates and their families, and teachers to build a thriving and inclusive community for everyone.

All PTA leaders and members are volunteers, from the individual school unit up to the national level. The dues you remit from your PTA go to pay for shared statewide and national resources (program development, social media, websites, printed materials, training events, etc.), operational expenses, and reimbursements for travel expenses to trainings and to participate in conferences to benefit the association.

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eCheck

Active Affiliation

All local units in Louisiana have mandatory annual requirements that need to be documented and submitted to LAPTA in order to continue operating as a PTA through the Active Affiliation Files.

A unit must be in" Active Affiliation" to be eligible for awards, grants, contests, and student participation in LAPTA and National PTA judged programs like Reflections.

Membership dues are a requirement of Active Affiliation. As the Membership VP/Chair you are responsible for ensuring membership dues are submitted

Go to https://www.louisianapta.org/activeaffiliation for more information on Active Affiliation and to review the submission process



Local Unit Name	Parish	Local Unit LUR#	Date
President's Email	Presic	lent's Phone	
Required forms are: 1. MEMBERSHIP: Submit member d Go to LouisiansPTA.org/members	ues to LAPTA for all memb	ers with a minimum requirement Dave. Print the email continuation	of 30 members. on of payment.
 LEADER DATA: Submit to Louisi members and chairs within 15 day 			
 BYLAWS: Submit the first page of be updated every three years with 			
4. TAXES: Submit proof of 2020 files	and accepted IRS Form t	000 tax filing.	
5. BUDGET: Submit the Local Budge	t Approval Form and the	Approved Annual Budget.	
5. AUDIT REPORT: Submit the Audit	Committee Report for the	previous year.	
7. ARTICLES OF INCORPORATION Louisiana Secretary of State at ge		ual Report of the Articles of Inc	orporation from
I. INSURANCE: Submit the insurance	e declaration page. If appl	icable. This will be required for 2	023-24 year.
 TRAINING: Submit proof of PTA L or LAPTA individualized Training. 			Sensihip Training
If the Active Affiliation Report is not a initiated. The five phases of the Ret intervention Phase, and Dissolution https://tem.jotem.com/2218171337 want to reactivate their PTA, comple	ention Plan are Notification Phase. For a PTA not in co 259053. For Local Units the	in Phase, Restriction Phase, Re ompliance, complete the Plan o at have not filed taxes for at less	Inucture Phase, Action Form st.

ions? Email LAPTA at aafiles@L

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So, Let's Grow our PTA Family

• Do you know the number one reason why people say that they haven't yet joined PTA?

They were never asked to join!

- You know the good work that your PTA does for your community every day but talking about that good work and asking others to join can be hard.
- National PTA has provided tools and resources to help make your work easier.
- The membership campaign—PTA For Your Child—is designed to engage and excite new members and existing members by making the work of the PTA more visible and highlighting the value and impact of PTA.

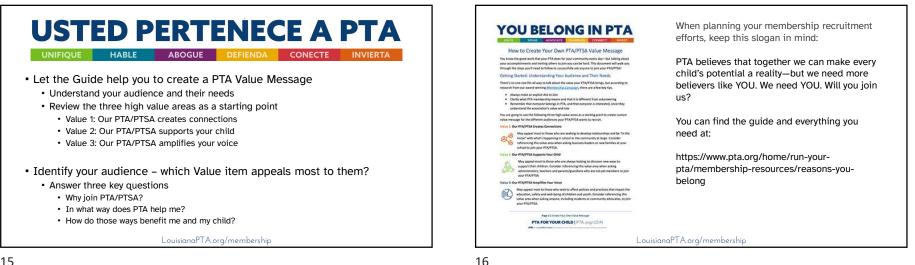
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YOU BELONG IN PTA ADVOCATE SPEAK CONNECT · Let National PTA show you how to start a conversation with anyone to let them know why they should join your PTA The Reasons YOU Belong Value message tools include: • The Guide: Five Easy Steps

- Social Media Graphics
- Print & Go Flyers
- Customizable Content Flyers





PTA MEMBERSHIP

CHALLENGE

LAPTA Monthly Membership Challenges

- LAPTA has a goal of 12,100 members for our 100 $^{\rm th}$ year in 2022-23, and we need our Local PTA Units to help us reach that goal.
- To be eligible for awards, PTAs must have Active Affiliation status. The monthly challenges will be automatically determined by LAPTA.
- All qualifying PTAs will receive a certificate and put into a monthly drawing for \$100 gift to the PTA.

August

Early Bird Award Submit 25 members by August 31 plus Officer Data at LouisianaPTA.org/submit-officer-data-1

September

Membership Head Start Award Jump start the PTA with 50% or more of the previous year's PTA membership by September 30

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17

LAPTA Monthly Membership Challenges, cont'd:

November Geaux PTA Award

Achieve more than 100% of the previous year's PTA membership and completed Active Affiliation Packet by November 30

December Lagniappe Award

Achieve 125% of the previous year's membership and completed Active Affiliation packet by December 31

January Welcome Back Award Keep up the momentum with ten new members by January 31

February

Founders' Day Membership Challenge In honor of our PTA Founders on February 17, add 17 new members by Feb 28

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18

LAPTA Annual Membership Awards

Annual membership awards will be announced at the General Membership Meeting on March 25, 2023. Membership rosters must be submitted by March 15 to office@LouisianaPTA.org in order to compete. Go tohttps://www.louisianapta.org/awards Super Grower Greatest increase from previous year

Membership Marvel Award Increased membership by 10% over the previous year

Golden Apple Award 100% membership of teachers and administrators

Platinum: One Voice for Every Child Award Recruit members equal to 100% of student enrollment

Gold: One Voice for Every Child Award Recruit members equal to 75% of student enrollment

Silver: One Voice for Every Child Award Recruit members equal to 50% of student enrollment



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Membership Binder

Create a Membership Binder. Suggested sections:

- Tab 1: Summary of PTA accounts and passwords and the Board roster.
- Tab 2: LAPTA Toolkit: Membership, Section 6, plus sections 1 (Office &PTA Basics), 5 (Board of Directors), and 10 (Bylaws, Standing Rules & Articles of Incorporation)
- Tab 3: Membership Reports and Rosters spreadsheets, reports, notes, email campaigns, Welcome Packet, and other membership materials
- Tab 4: Agendas and Minutes
- Tab 5: Notes, email campaigns, Welcome Packet, and other membership materials
- · Tab 6: Deposit Forms and Expense Forms from the Treasurer
- Tab 7: Other

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