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.

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

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.
Why do membership numbers matter?

- A growing and engaged membership is the foundation for achieving PTA's mission to make every child's potential a reality.
- PTA stands for every child, one voice. Members represent and speak for every child.
- Growing membership is the responsibility of everyone on your board.
- There is strength in numbers – one person CAN make a difference and a room full of people can make CHANGES!

Basic Roles and responsibilities of the Membership VP/Chair

- You are a member of the Executive Committee (if a VP) and/or the Board of Directors.
- Your basic duties are defined in the LAPTA Membership Toolkit, Section 6, page 10.
- Your additional duties may be designated in your unit standing rules.
- You chair the committee to help plan, recruit, and recognize members.
- You are familiar with and use the National PTA Membership Campaigns and Messaging tools available at https://www.pta.org/home/run-your-pta/membership-resourcespta.org

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!

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.
Submitting Membership Dues

- The first step to processing memberships is to go to LouisianaPTA.org/submit-dues.
- Click “PAYMENT LINK” which brings you to CheddarUp.com. The system will accept an eCheck.
- Submit the number of individual memberships collected by the PTA. The cost is $3.59 each. Local Units must have a minimum of 30 members to maintain Active Affiliation with LAPTA each year.
- The exact number of memberships collected from your members must be submitted. It is important to properly account for all members. National PTA collects the dues portion of $2.25 per member dependent on the membership numbers submitted by LAPTA by the 5th of each month.

Download the Excel spreadsheet called “LAPTA Local PTA Membership Report” by going online to LouisianaPTA.org/membership. This is the format used for Membership Reports. See right.

- Rename the file with the [PTA name] Member Report [date]. In the spreadsheet, enter the information in the top section and then last name, first name, and email for every member into the spreadsheet. After submitting dues, email to office@LouisianaPTA.org.
- Repeat the process above monthly. Memberships are good for one year, expiring on June 30.
- Send out a thank you note to all members by email or paper note at least monthly.
- Include LouisianaPTA.org and PTA.org in your correspondence for members to check out.

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.

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.
Let's Check out the "PTA For Your Child" Campaign

- [https://youtu.be/vG74RpvbGas](https://youtu.be/vG74RpvbGas)
- Membership Campaign materials include:
  - Downloadable Toolkit
  - Written communications to help facilitate your campaign
  - Lots of campaign visuals in English and Spanish that you can customize
  - Online training at [https://www.pta.org/home/run-your-pta/membership-resources/membership-campaign](https://www.pta.org/home/run-your-pta/membership-resources/membership-campaign)

Let the Guide help you to create a PTA Value Message

- Understand your audience and their needs
- Review the three high value areas as a starting point
  - Value 1: Our PTA/PTSA creates connections
  - Value 2: Our PTA/PTSA supports your child
  - Value 3: Our PTA/PTSA amplifies your voice

- Identify your audience – which Value item appeals most to them?
  - Answer three key questions
    - Why join PTA/PTSA?
    - In what way does PTA help me?
    - How do those ways benefit me and my child?

When planning your membership recruitment efforts, keep this slogan in mind:

PTA believes that together we can make every child's potential a reality—but we need more believers like YOU. We need YOU. Will you join us?

When you’re ready 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
**LAPTA Monthly Membership Challenges**

- LAPTA has a goal of 12,100 members for our 100th 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 56% or more of the previous year’s PTA membership by September 30

**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 to https://www.louisianapta.org/awards

- **Super Groover**
  Greatest increase from previous year

- **Membership Marvel Award**
  Increased membership by 15% 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

**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

**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
Communications & Social Media

More assistance is available at:
https://www.pta.org/local-leader-kit/communications

National PTA shares tips and best practices to effectively share messages with fellow PTA members, school staff and administrators, community members, and the media.

Communicate to share the good work of PTA

- Newsletters
- Website
- Social media platforms

Review - today you have covered:

- LAPTA Officer and Unit requirements
- Basic roles and responsibilities of a Membership VP/Chair
- Been introduced to National PTAs Membership Tools and Resources
- Reviewed the LAPTA Dues Submission Process and Membership Reporting Requirements
- The LAPTA Monthly Membership Challenges and Annual Awards
- The LAPTA Communications and Social Media Guidance memo

Any questions?

One Last thing
LAPTA is in search of a Membership VP to serve on the Board of Directors

Apply here!

Email us at president@louisianapta.org if you are interested in learning more about volunteering at the state level.