

# PTA Leader Toolkit

2023 – 24

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## Section 6: Membership

[LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

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[LouisianaPTA.org](https://LouisianaPTA.org)

# INDEX

Customize the PTA Logo.....	118
Introduction.....	119
Getting Started .....	119
Procedure Binder.....	120
Membership Chair Duties .....	120
Membership Dues .....	120
Submit Membership Dues .....	121
Membership Campaign Theme.....	121
Create Your Own PTA Value Message.....	123
Membership Resources & Graphics .....	125
Collecting Membership Dues Online.....	125
Monthly Challenges .....	126
Annual Membership Awards.....	126
Membership Calendar .....	127
Hashtag and Email Signature .....	129
Sample Membership Ask Email .....	129
Sample Membership Ask Note .....	130
Sample Membership Thank You.....	131



## CUSTOMIZE THE PTA LOGO

PTA established guidelines for the proper use of the PTA name, logos, and tagline (*everychild.onevoice*). 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. PTA.org provides a uniform, effective system for PTAs to maintain a consistent, visual style and brand identity for all PTA-produced materials. Visit [PTA.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines](https://pta.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines). Download “**Customize Your PTA Logo**” Power Point file to type in the PTA name and save the customized logo.

Just as a Chick-fil-A franchise wouldn’t change the logo of the company for its location, Local PTA Units may not change the PTA logo. It is a registered trademark. **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.** The Registered Trademark symbol must follow “PTA” and the tagline “*everychild.onevoice*.”

# **MEMBERSHIP INTRODUCTION**

PTA plays a vital role in connecting parents, teachers, and administrators and in supporting critical school needs. One goal of PTA is to make visible its often-invisible work by highlighting the value and impact of PTA on individual children and emphasizing that membership involves as much or as little time as one has to offer. Only members have the right to bring motions, debate issues, and vote on PTA business at General Membership meetings. In addition, the local PTA may offer member-only benefits like a directory, no-waiting access at events, discounts on school supplies or spirit wear, etc.

Membership is the foundation of PTA. The membership chair is the one most responsible for enrolling as many new members as possible for the PTA. This is one of the most important duties in the entire organization, for nothing can happen without members. Membership is open to anyone who believes in the National PTA Mission and Purposes. PTA is committed to being inclusive in its efforts to represent and assist all who nurture and educate children. It not only welcomes but actively seeks in its membership the widest diversity of cultures, races, ethnicities, creeds, and economic and educational statuses. National PTA is the largest and oldest nonprofit, volunteer, child-advocacy organization in the country. Its purpose is to make better lives for all children and youth. Because the membership of the PTA comes from such geographically, culturally, and economically diverse backgrounds, this organization has the true potential to help every child.

This Membership Toolkit outlines how to best communicate about the value of PTA membership. This campaign is built to bolster the existing membership recruitment work with consistent messaging and customizable, dynamic visuals to use in emails, on websites, and on social media channels. Visit [PTA.org](http://PTA.org) and select Membership Resources under the “Run Your PTA” menu for graphics, resources, and documentation. LAPTA cannot thank the Membership Chairs enough for the work they do on behalf of PTA. This new campaign theme will increase membership and build on the important work being done!

## **GETTING STARTED**

Whether there are more volunteers than can be managed or just a few dedicated folks, 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 steps!

### **Quick-Start Actions**

Email all executive committee members, teachers, and last year’s members inviting them to re-join for the new year. Speak to the previous membership chair and ask for a copy of the previous year’s roster. There are even Membership Awards available. Challenge each executive committee member to recruit five members or more.

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. Provide the school office with extra PTA welcome letters and membership packets for new families.

Work with a committee to develop a plan to accomplish the membership goals. Take advantage of all the free resources provided by LAPTA to make the job easier. Visit [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership) and [PTA.org](http://PTA.org) under the Membership menu for lots of ideas and support documents.

# PROCEDURE BINDER

Create a Procedure Binder for membership using the previous Membership Chair's binder or start a new one.

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

Tab 2: LAPTA Toolkit: Membership plus Sections 1 and 5, Bylaws, and Standing Rules

Tab 3: Membership Reports (Rosters)

Tab 4: Agendas & 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

## MEMBERSHIP CHAIR DUTIES

- Register online with LAPTA at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).
- Regularly submit dues and membership rosters at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).
- Attend all meetings.
- 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'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 PTA communications.
- Distribute membership thank you notes with membership benefits listed at [PTA.org](https://PTA.org) to all members.
- Before each meeting, provide the Secretary with the most current membership roster.
- Frequently update the school families, local community, and businesses on progress toward the goal.
- Celebrate membership successes with the school and on social media.

## MEMBERSHIP DUES

When someone joins a Local PTA Unit, they also become a member of Louisiana PTA (LAPTA) and National PTA. Each unit must submit to LAPTA \$3.50 per member. National PTA receives \$2.25 and LAPTA receives \$1.25. LAPTA has the responsibility of forwarding National PTA's portion. The Local Unit is obligated to remit dues for every person who joins their PTA. A unit's Active Affiliation could be in jeopardy if it, for example, it collects dues from 100 members but only remits dues to LAPTA for 30. See "Submit Membership Dues" in this section for details on submitting member dues to LAPTA.

Membership in a 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. See the Roster Form at the end of this section to help track who still owes dues. Joining one PTA does not give voting privileges in another PTA. Dues must be submitted to each separate PTA. Membership is valid from date of issue through June 30 of each year.

The Treasurer shall deposit any checks or cash collected from the membership drive at their school as soon as possible. Memberships shall be submitted monthly to LAPTA.

# SUBMIT MEMBERSHIP DUES

**STEP 1:** The first step to processing memberships is to go to [LouisianaPTA.org/submit-dues](http://LouisianaPTA.org/submit-dues). Click “PAYMENT LINK” which links to CheddarUp.com. Purchase the number of individual memberships sold by the PTA. The cost is \$3.50 each. Local Units must purchase a minimum of 30 memberships from LAPTA per year. The exact number of memberships sold to their members must be purchased. It is important to properly account for all members. LAPTA forwards the National PTA dues portion of \$2.25 to National PTA.

**STEP 2:** Download the Excel spreadsheet called “LAPTA Local PTA Membership Report” by going online to [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). This is the format used for Membership Reports. 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 the Membership Report to [office@LouisianaPTA.org](mailto:office@LouisianaPTA.org).**

LAPTA LOCAL UNIT MEMBERSHIP REPORT 2022-23	
After submitting dues, email this Member Report to <a href="mailto:office@LouisianaPTA.org">office@LouisianaPTA.org</a> .	
PTA Name: _____	Today's Date: _____
School Name: _____	School's Student Count: _____
School City: _____	School's Teacher/Admin Count: _____
School Parish: _____	Your PTA's Membership Goal: _____
Your Name: _____	Total Memberships Year to Date: _____
Your Email: _____	New Memberships for this Report: _____

Member Last Name	First Name	Email Address
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>

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](http://LouisianaPTA.org) and [PTA.org](http://PTA.org) for members to check out. A sample is at the end of this section.

## MEMBERSHIP CAMPAIGN THEME

Visit [PTA.org](http://PTA.org) and select Membership Resources under the “Run Your PTA” menu where you can find graphics, resources, and support documentation. While a Local PTA Unit can choose their own annual membership theme, National PTA chose a clear and concise phrase to motivate and recruit new members and reinforce the value of PTA membership. The three membership themes are:

- 1. PTA For Your Child**
- 2. You Belong in PTA**
- 3. PTA is a VERB!**

This overarching message serves as the basis for all campaign messaging. The number one reason people did not join PTA was because no one asked them! 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 all an investment in the child: PTA to support the child's teachers and curriculum; PTA to advocate on the issues impacting the child and affect change at the local, state, and national levels; and PTA to build a stronger, more diverse, and inclusive school community. 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 give money by joining and donating, volunteer their time and effort, or help grow the PTA presence at the local, state, and national levels as an advocate for children's education.

Create a dynamic Membership Welcome Packet at the start of school which can contain everything PTA for the upcoming year. Create a concise form for members to join PTA. Offer online options to join on a platform such as CheddarUp.com. PTA.org has a wealth of resources, graphics, and documentation for membership. Click *Membership* under the "Run Your PTA" menu. The only personal information needed for LAPTA is their first and last name and an email. A sample "membership ask" and a thank you note and email are at the end of this section.

### **Setting Goals**

**LAPTA has a goal for each Local PTA Unit to grow from the previous year. For the current goal, email [MembershipChair@LouisianaPTA.org](mailto:MembershipChair@LouisianaPTA.org).** Work with the committee to set recruitment goals to keep everyone focused and on track for success. How will people join? Some PTAs have online purchasing options on platforms such as CheddarUp.com, or they use traditional envelopes, Membership Packets, emails, social media, and more. Have sign-up tables at Open House or Meet the Teacher events. 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. This will set the tone to improve support, engagement, and membership renewal in future years.

### **Best Practices: How to Ask**

When asked why they didn't join PTA, many people say, "Nobody ever asked me!" Whether completely accurate or not, it takes asking repeatedly before everyone actually hears and joins. 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. People will need to see or hear the invitation multiple times before acting on it, so ask often.

### **Top 10 Reasons People Join PTA by Rank:**

1. Supporting my local school
2. Taking an interest specifically in my children's education
3. Taking a general interest in the education of children
4. Staying informed on local campus news
5. Connecting with teachers and administrators
6. Connecting with other parents and community leaders
7. Supporting LAPTA's efforts to advocate on behalf of children
8. Volunteering for a position in the local school
9. Influencing or having a say on how funds are spent at my school
10. Staying informed on state-wide educational news

When figuring out how to inspire people to join, look at the reasons people said 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.

- Join to support your child!
- Join to support our school!
- Join to support our community!
- Join so you can stay informed on what is going on at our school!
- Join to get better connected to our teachers and administrators!
- Join to meet other parents who value high-quality education!

One of the responsibilities of Membership Chairs is to celebrate success. It is critically important to 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: appreciating members and aiding 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. Give them the opportunity to have influence by joining, participating, and volunteering. Once they get involved in smaller ways, they may be comfortable with and interested in taking on a bigger role.

## **CREATE YOUR OWN 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 association's value and role.

To create a custom PTA message, use the following three 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 on creating custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://www.pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*. Ask and answer three questions, and then combine it into one Value Statement. Here are three examples.

### **Value Message 1: Our 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) Specifically, in what ways 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 both inside and outside the school building, like [insert examples of things your PTA has done or intends to do. You can also give examples from National PTA, like the Guides to State Assessments, mental health resources from the Healthy Minds Program, or parenting news and tips from the *Notes from the Backpack* podcast].
- Customize the following graphic to fit your PTA message, name, and add your website and QR Code.*

**Our PTA Creates Connections**

It takes a village to raise a child – and PTA is how you build that village for your child.

**Our PTA**

You should join our PTA because your membership can help you build a village to support your child and connect you locally and to a nationwide network that supports all children. When you belong to our PTA, you'll connect to important school and community resources. Being a member of our PTA will help you access resources both inside and outside the school building, 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 our PTA by scanning the QR Code or going online at ...

## Value Message 2: Our PTA Supports Your Child

- 1) Why should I join the PTA? ANSWER: Our PTA supports your child with education, health, & safety programs.
- 2) Specifically, how does the PTA support my child? ANSWER: Gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; etc.
- 3) How do those ways benefit me/my child? ANSWER: Our PTA helps you and your child by hosting guest reader events and book fairs and donating 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.*

**Our PTA Supports Your Child**

PTA gives you the tools you need to support your

**Our PTA**

You should join our 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 citizenship; and more! Our PTA helps you and your child by hosting guest reader events and book fairs and 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 going online at ...

## Value Message 3: Our PTA Amplifies Your Voice

- 1) Why should I join the PTA? A: PTA amplifies your voice through collective impact. We can do more together than we can apart!
- 2) How does the PTA support my child? A: Learn what you can do to positively impact students, families, and schools, as well as education programs and services. Enhance your knowledge and skills as an advocate.
- 3) How do those ways benefit me/my child? A: Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations.

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

**Our PTA Amplifies Your Voice**

As part of a National association, your PTA membership supports child advocacy efforts in our community, our state, and

**Our PTA**

You should join our PTA because PTA amplifies your voice through collective impact. We can do more together than we can apart! When you belong to PTA, learn what you can do to positively impact students, families, and schools, as well as education programs and services. PTA advocacy helps you, your child, and all children because our PTA Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...



See the complete details on creating your own custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.



# YOU BELONG IN PTA



## MEMBERSHIP RESOURCES & GRAPHICS

For the most current campaigns, tools, learning videos, documentation, and more, go to [PTA.org/home/run-your-pta/membership-resources](https://pta.org/home/run-your-pta/membership-resources). Download graphics from LAPTA at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).

## COLLECTING DUES ONLINE WITH CHEDDARUP

Local PTA Units are strongly encouraged to use CheddarUp.com to create an easy website to collect member dues. [CheddarUp.com](https://CheddarUp.com) is a site that allows a PTA to create a custom website to sell items, collect membership dues, upload documents, and include forms or information collecting. The account must be in the PTA's name under their EIN. CheddarUp also 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. CheddarUp has spreadsheet reports that show detailed information on collections. All deposit transfers from CheddarUp must occur at least monthly directly into the PTA bank account and with a completed summary Deposit Form. The spreadsheet reports are compatible with Microsoft Excel or Libre Office which is free ([libreoffice.com](https://libreoffice.com)). To see a sample CheddarUp site, visit [FriendsOfLAPTA.CheddarUp.com](https://FriendsOfLAPTA.CheddarUp.com).

# MONTHLY MEMBERSHIP CHALLENGES

LAPTA has a goal of 13,013 members for our 101st year in 2023-24. LAPTA needs the support of the Local PTA Units to help reach that goal! To be eligible for awards, all PTAs must have Active Affiliation status. The qualifying PTA units will receive recognition and automatically be entered into a **monthly drawing for \$100!**

## **August Early Bird Award**

Submit 25 members by August 31 plus all Officers are registered at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).

## **September Head Start Award**

Jump start the PTA with 50% or more of the previous year's PTA membership total by September 30.

## **October Fall Into PTA Award**

Before you trick or treat, submit 31 new memberships by October 31.

## **November Geaux PTA Award**

File Active Affiliation Report and get more than 75% of previous year's PTA membership by Nov. 30.

## **December Lagniappe Award**

Achieve 100% of previous year's membership and completed Active Affiliation Packet by December 31.

## **January Welcome Back Award**

Keep up the momentum going with 10 new members by January 31.

## **February Founders' Day Award**

In honor of PTA Founders' Day on February 17, add 17 new members by February 28.

## **March Madness Award**

Make it a sweet sixteen by submitting dues for 16 new members by March 31.

# ANNUAL MEMBERSHIP AWARDS

LAPTA has a goal of 13,013 members for our 101st year in 2023-24 and we need our Local PTA Units to help reach that goal! Qualification for awards is done without application. LAPTA uses the information on the top of the Excel Local PTA Unit Membership Report emailed to [submit@LouisianaPTA.org](mailto:submit@LouisianaPTA.org) by April 1, 2023. The annual membership awards will be announced at the General Membership Meeting on April 20, 2023.

## **Super Grower**

PTA with the greatest increase from previous year.

## **Membership Marvel Award**

Increase membership by 10% over the previous year average or reach your goal from LAPTA.

## **Golden Apple Award**

100% membership of teachers and administrators.

## **Platinum One Voice for Every Child Award**

Recruit members equal to 100% of student enrollment; All winners enter a drawing for two PTAs to **win \$500!**

## **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.

# MEMBERSHIP CALENDAR

## July

- Make plans to attend summer 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.
- Have your plan of work approved by the Executive Committee.
- Prepare necessary materials for membership enrollment such as Welcome Packet (with President), envelopes, current dues report, current roster, and current awards form.
- Review all LAPTA awards and award applications and make appropriate plans for eligibility.
- Solicit business incentives or sponsorships.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## August

- Target the school faculty to join PTA before school starts. Give the faculty a summary of what PTA plans to do for them throughout the year and why they should join and support PTA.
- Attend LAPTA leadership training.
- Implement the membership enrollment campaign.
- Make sure every Board member joins PTA. They **must** be a member to be on the Board of Directors.
- Publicize! Use all media – email, Facebook, Instagram, Twitter, newspapers, billboards, radio, and TV.
- 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 for registration.
- Secure lists of teachers and classroom counts from school secretary.
- Have enrollment tables for the first event that parents attend. Have plenty of change on hand.
- Use posters and artwork to keep noticeably displayed membership campaign progress.
- Keep a membership roster using the Excel spreadsheet at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership).
- Send the treasurer all dues money as soon as it is received.
- August Early Bird Challenge:** Submit 25 members plus Officer Data at [LouisianaPTA.org/register](http://LouisianaPTA.org/register)

## September

- Get support from local officials such as the mayor, judges, or superintendents to join the PTA.
- Solicit support of faculty and room reps to keep the momentum going.
- Set up a membership table at open house.
- Continue to publicize membership in PTA.
- Update membership on progress towards goals.
- Review eligibility for membership awards.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- September Head Start Challenge:** Jump start the PTA with 50% of the previous year's PTA membership

## October

- Work with program chairman and plan to have a parent education program to reach more members.
- Put articles in PTA, school, or community newsletters.
- Enroll parents, students, staff, bus drivers, grandparents, school board, community leaders, businesses, etc.
- Continue to publicize PTA and update members on progress.
- Give the school office extra Welcome Packets to give to new students when they enroll in school.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- October Fall Into PTA Challenge:** Before you trick or treat, submit 31 new memberships

## November

- Continue to make personal contacts with parents and teachers who have not joined.
- Inform Local PTA Unit of progress toward goals.
- Set up a membership table at all PTA meetings and activities.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Geaux PTA Challenge:** Achieve 75% of the previous year's membership

## December

- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- December Lagniappe Challenge:** Achieve 100% of the previous year's membership
- Relax and enjoy the holidays.

## January

- Kick off a new campaign.
- Continue to recruit new members and try to reinstate dropout members.
- Evaluate progress and plan any new approaches.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Welcome Back Challenge:** Keep up the momentum with ten new members by January 31

## February

- Celebrate National PTA's birthday on February 17.
- Invite new families to join. Continue to recruit members.
- Honor someone from your school with honorary Louisiana PTA Life Membership.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Founders' Day Challenge:** In honor of PTA Founders on February 17, add 17 new members

## March

- Remind the Treasurer to submit final membership dues by April 1 to qualify for state awards.
- Begin preparing Procedure Binder for the next chairman.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- March Madness Challenge:** Make it a sweet sixteen by submitting dues for 16 new members by March 31.

## April

- April 1 is the deadline for Annual Membership Awards.**
- Attend the LAPTA Recognition Ceremony & State Meeting on April 20 to receive Membership Awards.**
- Evaluate the year's progress, make written recommendations for next year, and finish the procedure book.
- Work with incoming chairman to plan recruiting ideas for pre-registration events.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.

## May

- Celebrate your success. Breathe a sigh of relief and let go graciously. Thank you for a great job!
- Pass the procedure book and other records to the new Membership Chair.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.

# HASHTAG AND EMAIL SIGNATURE

Use the *PTA For Your Child* hashtag in membership recruitment on social media to engage followers. Encourage members of the executive committee and PTA members to use the campaign hashtags in their own membership-related posts. #PTAForYourChild, #HowDoYouPTA



PTA For Your Child

Insert the following ***PTA For Your Child*** email signature into emails sent on behalf of the PTA. Hyperlink image to PTA registration page.

[NAME], [PTA LEADERSHIP POSITION]

[PTA NAME]

[PHONE NUMBER], [EMAIL ADDRESS]

**How Do You PTA? PTA For All Children!**

## 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. 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:

Mental Health Event

Literacy Program

Used Uniform Sales

Tutoring Program

There is no wrong or right 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 [PTA.CheddarUp.com](http://PTA.CheddarUp.com).



Sincerely,

Beth Cleveland, Membership Chair

[MHSPTA.membership@gmail.com](mailto:MHSPTA.membership@gmail.com)

(555) 555-5555

#PTAForYourChild

**How Do You PTA? PTA For All Children!**

# SAMPLE "MEMBERSHIP ASK" NOTE

## MHS PTSA Membership Sign-Up

As we start another exciting school year, an important part of Mandeville High is **our PTSA**. 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  
Skipper 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 MHS PTSA are also members of **National PTA** and **Louisiana PTA**! For member benefits, see PTA.org. This form and dues may be submitted online at **Mandeville.CeddarUp.com**.

### MHS PTSA MEMBERSHIP

Student Name: _____	1 <sup>st</sup> Hour Teacher: _____
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
For Business Memberships, Business Name: _____	
Email: _____	Phone: _____
Address: _____	

### C

*Cash or check to MHS PTSA, or credit cards at Mandeville.CeddarUp.com.*

### I'D LIKE TO VOLUNTEER FOR

<input type="checkbox"/> General Volunteer	<input type="checkbox"/> Cultural Arts	<input type="checkbox"/> Student Care/Mental Health Program
<input type="checkbox"/> Lunchbox Spirit Wear	<input type="checkbox"/> Compass Weekly E-Flyer	<input type="checkbox"/> Skipper Scoop Newsletter
<input type="checkbox"/> Office Volunteer	<input type="checkbox"/> Hospitality	<input type="checkbox"/> Mental Health Committee
<input type="checkbox"/> Breakfast of Champions	<input type="checkbox"/> Library	<input type="checkbox"/> Parliamentarian
<input type="checkbox"/> Skipper Scholar Breakfast	<input type="checkbox"/> Membership	<input type="checkbox"/> Talent Show

_____ Name	_____ Phone	_____ Email
_____ Name	_____ Phone	_____ Email

This form and dues may be submitted online at **Mandeville.CeddarUp.com**. If you send in the paper form and payment, return to homeroom teacher.

# SAMPLE THANK YOU EMAIL AND NOTE

SUBJECT: PTA For Your Child Thank you!

Thank you and congratulations! You are now a member of MHS PTSA, Louisiana PTA, and the National PTA. Check out **PTA.org** and **LouisianaPTA.org** for member benefits. Because of you, MHS PTSA will be able to support essential 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 @MHSPTSA 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?



Beth Cleveland, MHS PTSA Membership Chair  
MHSPTSA.membership@gmail.com  
(555) 555-5555  
#PTAForYourChild  
How Do You PTA? PTA For All Children!

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## MHS PTSA Membership Thank you!

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Student/Member Name

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Beth Cleveland, Membership  
MHSPTSA.membership@gmail.com (555) 555-5555 #PTAForYourChild

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