Workshop Objectives

- Introduce the National PTA’s brand new Membership Campaign
- Show how this new campaign will work for you, your child and for your PTAs
- Discuss membership basics
- Talk about some of the basic membership items available in the new National PTA Membership Kit
PTA for Your Child

National PTA has heard you and has done the research and compiled supporting resources that are engaging, impactful and fun!

The goal with this campaign is to make PTA’s often invisible work, visible, by: highlighting the value and impact of PTA on individual children and emphasizing that membership involves as much or as little time as you have to offer.

I will repeat. As much or as little you have to offer – there is no wrong way for you to PTA for Your Child.
PTA is a noun.
PTA is a verb

There is no wrong way to PTA – just as long as you are PTAing for your child.
You can give money by joining and donating.
You can support the activities of your PTA by joining.
You can give volunteer time and effort.
Or you can help grow PTA strength and presence at the local, state, national level as an advocate for improving your child’s education.

PTA

VERB /PEE-TEE-AY/

To support your child’s success in one or multiple ways:
1. To invest in your child’s success.
2. To volunteer for your child’s success.
3. To advocate for your child’s success.
PTA in ACTION

WHAT does PTA Do?
WHO is PTA?
HOW do you PTA?
WHY do you PTA?
WHERE do you PTA?
WHEN do you PTA?
WHAT does PTA do?
We Advocate!

You are the voice for 22,000 local PTAs and nearly 3.5 MILLION members world wide.

PTA has a long history of advocacy. PTA established kindergarten, National School Lunch Program, juvenile justice system, and anti-child labor laws and continues to advocate for safe gun laws, to protect children affected by immigration enforcement actions. Suicide and Threat Assessment Nationally Dedicated to Universal Prevention Act of 2019.
https://www.pta.org/home/advocacy/federal-legislation/Key-legislation

CT PTA works with a Lobbyist in Hartford and we are on several education committees and provide testimonies including Bills for School Safety and Student Athlete Opioid Misuse Prevention Act.

CT PTA is currently working on Connecticut Coalition on Public Education, Classroom Safety Bill Workshop, Water Safety for Kids, and Social Emotional Learning and School Climate Advisory Collaborative.

Local units often advocate for the education budget, Library budget, bike lanes, crosswalks and so much more.
WHO is PTA?
Being a PTA member is an invitation, to every family, every teacher, every student and every staff member in every school: Pre-School through High School, to participate in making every child’s potential a reality. We can do more together than we can apart.

Fun Fact: Being a member in your local PTA is also a membership in the State PTA and the National PTA. You are members in the largest national child advocacy group. Congratulations.
HOW do you PTA?
We Support Critical Educational, Social-Emotional and Academic Needs.
WHY do you PTA?
Every Child, Once 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.
WHERE do you PTA?
- In the home
- In places of worship
- In the principles office
- On the playground
- At the supermarket
- On the sports field
- At elections
- In the class room
- On the bus
- In the lunch room
- On the train
- At the gym
- In the parking lot
- At Starbucks
- At the beach
- At Town Hall
- On a plane
- At the dog park
- At the DMV
- In your PJ’s
- At the Club
- At the Farmer’s Market
- In your car (hands free of course)
- On the porch
- On Zoom
WHEN do you PTA?
When a child is at risk.

When teachers need support.

And when your community is in need.
Growing your Membership
Building relationships is the key to growing your membership.
We often think about membership in terms of tactics - flyers, forms, incentives, benefits. While these can be important, membership growth is driven by people, not paper.

Welcome all families, community members and school staff.
Show that new faces are welcome by being open to new perspectives and ideas.

Listen to understand.
Ask questions of families and community members to determine what is important to them. Actively reach out to groups not represented in your membership and leadership. Use feedback tools such as surveys, suggestions boxes, and social media to better understand the needs and interests of your community.

Focus on what makes a meaningful difference.
Emphasize actions that will have the greatest impact in your community and communicate this focus to your members.
Membership Committee In Action

continued

Value time.
Make sure parents know that volunteer time is not a requirement of membership. When they do volunteer, make sure time spent on PTA is meaningful. Share your progress often and to a wide range of people so everyone—parents, teachers, students, and the community—see that PTA is a valuable part of the community.

Be flexible.
Show your membership that their leaders can respond to changing circumstances and shifting priorities.

Make it easy to join.
We often think of joining in terms of membership tables at schools or PTA events. While these ways are important, here are other ideas to make joining PTA easy. Use a Membership renewal tool.

Reporting.
Membership Chair provides an updated member list for the Secretary at each meeting.
Membership Action Plan

- Make goals
- Create Membership Communications Schedule
- Vary the visuals
- Use consistent branding
- Ask – Ask - Ask - Ask again. It’s always open Membership season
- Membership Letter and Thank you Letter
- Membership reports are done monthly when new members are added
- Be a PTA/PTSA/SEPTA in good standing. Get your first Membership report into CT PTA by October 15th
Using the new NPTA Membership Campaign tools

- Social Media Visuals
- Email and Website Banners
- Email and Website “Join Now” button image
- Printable Posters and Flyers
- PTA For Your Child Email Signature
PTA FOR YOUR TEEN

Click to Add Local PTA Logo

PTA POR SUS HIJOS

National PTA
cada niño una voz.

Connecticut PTA
everychild.onevoice.
VOLUNTEER FOR YOUR CHILD
Give your time by volunteering at school events or serving as a PTA officer

INVEST FOR YOUR CHILD
Donate your money by paying membership dues and participating in fundraising activities

HAGA VOLUNTARIADO POR SUS HIJOS
Ofrezca su tiempo haciendo voluntariado en los eventos escolares o siendo uno de los responsables de PTA.

INVIERTA POR SUS HIJOS
Done dinero pagando las cuotas de membresía y participando de las actividades para recaudar fondos.
PTA FOR YOUR CHILD
INVEST

Anything you can give – through membership dues and fundraising activities – directly funds essential resources and curriculum needs that benefit your child and <INSERT NAME OF SCHOOL>.

Your investment supports:
• <INSERT LOCAL PTA EXAMPLE>

PTA POR SUS HIJOS
INVIERTA

Cualquier cosa que pueda dar – a través de las cuotas de la membresía y las actividades de recaudación de fondos– financiara directamente los recursos esenciales y las actividades del currículo que benefician a sus hijos y a <ESCRIBA EL NOMBRE DE LA ESCUELA>.

Su inversión recompensada:
• <ESCRIBA UN EJEMPLO DE SU PTA LOCAL>
Building your Membership Circle

Membership is open to anyone, that’s right, ANYONE that believes in the PTA Mission.

You can offer community memberships that have no access to directories, voting privileges or any data access.

There are Membership Awards for PTA’s that have 10 members from outside the school community. Go get ‘em!
Simple rule - 1 membership is one vote. A single membership is 1 membership.

A family membership is 2 memberships thus 2 votes. Please report accordingly.

There is no rule on how much you should charge for a membership.

It is up to your Membership (by vote) to decide how much a membership is and how many tiers (if any) to provide. Remember to account for PTA Council dues, if you have one, $5.50 is sent to the State Office and the CT PTA sends $2.25 to the National PTA on your behalf.

Memberships can be paid for with Title1 funds.

Ask your administrator to support membership for each Title one family. Can be at “cost”.

CT PTA provides a variety of awards that are Membership Based.

There are also challenges that are made throughout the year. The 2020 Challenges gave out over $700.00 in cash and prizes. Zoom can be viewed at www.ctpta.org.
MemberHub

- Memberhub is an online platform that is available FREE to all PTA units in Connecticut.
- Memberhub provides the following:
  - An opportunity to have people join your PTA online.
  - An opportunity to engage families in a virtual environment through the use of HUBs that can be established for any group within your school (i.e. each class).
  - An opportunity to sell Business Memberships, Spirit Wear, Event tickets or whatever else your PTA sells.
  - An opportunity to HOST a website.
  - An opportunity to submit membership report and fees to CT PTA via ACH.
  - An opportunity to submit all Standard of Affiliation requirements.

For more information about Memberhub, contact the CT PTA office at office@ctpta.org.
Questions and Answers

Thank you all so much for your time and your patience. Know that we are here for you and your PTA/PTSA/SEPTA.
Resources

Membership Campaign Materials & Resources are available in English and Spanish.

Membership Campaign Training Module
Membership Campaign Toolkit
Member Benefits [https://www.pta.org/search-results?Keywords=Member%20benefits](https://www.pta.org/search-results?Keywords=Member%20benefits)