



section
6

RESOURCE GUIDE

New York State

PTA[®]

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**membership and
marketing**

New York State Congress of Parents and Teachers, Inc.

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membership and marketing

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New York State

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an important notice to all membership chairs and presidents

Last year we introduced our new Online Membership system with our new eCard, which changed the way the NYS PTA handles the entire membership process.

This year we are again introducing a new system that has incorporated the requested changes and addition the units and regions requested to make their jobs easier.

The replacement of physical, paper membership cards with a new virtual eCard, and the implementation of the new Online Membership System, was done for many reasons: environmental, financial and member convenience, to name a few.

Due to these changes, this section of the *Resource Guide* will be changing as the system will have continual updates during the next few months.

Because we recognize the need for units to begin preparing for their membership year now, we will be issuing this interim *Resource Guide* that will still cover the basics of the membership year, but will not include much detail about the upcoming changes.

For more information about the upcoming changes during this interim period, please check out the Online Membership System FAQs located [here](#) or check out the

[membership section](#) of the NYS PTA website.

As always, if you have any immediate questions, please feel free to contact me at membership@nyspta.org.

Thank you.



Lori Fontana
NYS PTA Membership
Coordinator

a message to unit membership chairs

As membership chair, you have chosen to be the one person most responsible for enrolling as many new members as possible for PTA. Yours is one of the most important duties in the entire association – nothing can happen without members.

Bring enthusiasm and new ideas into your PTA and this, in turn, will bring in new members! A strong membership is essential for PTA to continue to be a major force in the decision-making process that affects our young people. Make this year the very best in PTA

by increasing your membership significantly.

This membership guide has been prepared to make your job easier. Use it as a reference for managing your year and for building your membership. In this section you will find a PTA membership calendar (starting on page 11) that can serve as a checklist to guide you through the membership year. Use all the resources available to you, including your region membership chair. Your region membership chair is your local expert on all

things membership and should be your “go-to” person if you have any questions or problems.

When you have completed your term as chair, pass your procedures and all physical and electronic records on to your successor. Encourage your successor to attend valuable membership training workshops at New York State PTA events like Summer Leadership Conference and training events in your region throughout the year.

Good luck and thank you for volunteering!

goals

- To **invite** every person into active PTA membership
- To **extend** these invitations not only during special membership enrollment periods, but also throughout the year
- To **grow** our membership so that we can continue our work on behalf of children and youth
- To **learn** about PTA and the importance of the values and beliefs of the New York State and National PTAs
- To **communicate** that knowledge of PTA to everyone
- To **cooperate** with other committees in order to retain present members and to obtain additional members

who can be PTA?

- parents
- teachers
- students
- teaching support staff (psychologists, social workers, OTs, aides, etc.)
- school administrators
- support staff (nurses, secretaries, custodians, cafeteria staff, etc.)
- grandparents
- brothers and sisters
- central office administration
- community members (police, firefighters, clergy, pediatricians, dance teachers, sports coaches, Board of Education trustees, etc.)
- local politicians
- members do not need to have a student in the school to be a member

In other words, everyone!



TIP:
For more information visit www.pta.org or follow us on social media:








Download the NYS PTA app, powered by Blackboard:




duties and responsibilities of chair

A unit membership chair's duties are twofold.

First, you are responsible for the maintenance of accurate membership records. This includes recruiting members, maintaining the online membership roster, issuing a card to every member, submitting dues money to the unit treasurer, and ensuring that deadlines are met for submitting

dues payments to New York State PTA.

Second, the membership chair is responsible for marketing the PTA, which includes recruiting a committee, creating a campaign, publicizing PTA membership and working to increase member recruitment. All current membership materials can be found on the New York State PTA website in the membership section.

TIP:

Membership mailings are sent to the president throughout the year in August, February and April.

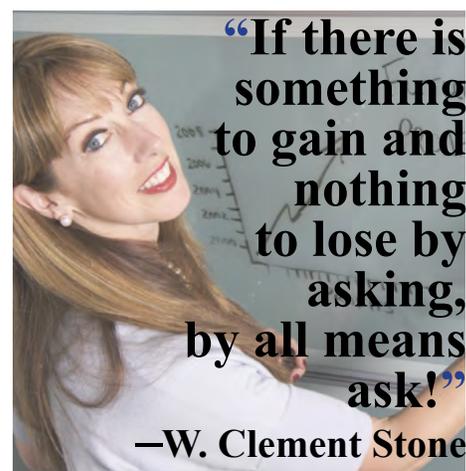
recruiting

- **Study** results of the previous year's membership committee plan, then set reasonable, achievable goals: e.g. five percent increase over last year, increase of 10 members, more students, etc.
- **Learn** all you can about recruitment from New York State and National PTA; you can read the *New York Parent Teacher* newsletter and National PTA's *Our Children (OC)*, and visit both websites frequently for ideas.
- **Meet** with your membership committee as soon as possible. Involve as many people as you can. Ask each teacher for the name of their class parent representative. Recruit this parent into your membership team. Have a membership recruiter in every classroom, at every grade level, or for every constituency (e.g., student recruiter, teacher recruiter, community member recruiter, etc.) Give your committee information and ideas for recruiting members.
- **Adopt** a slogan or theme and plan your campaign – New York State PTA has an annual theme that is intended for unit use, if desired, or create your own! See that funds are included in the budget for membership promotion posters, awards, prizes, pamphlets, etc.
- **Announce** your theme or slogan. Carry out your theme everywhere: campaign in the school newsletter and website, seek approval for a wide-spread poster display in local libraries, businesses, etc., send press releases to your local TV stations and newspapers.
- **Begin** membership enrollment in September. If meetings are held in each classroom, have a membership recruiter present. This is a prime time for recruiting members.
- **Send** a cordial letter of invitation to support the PTA to each home. Include a list of activities and programs your unit sponsors so members know what their membership dues will be used for. Have the PTA president and school principal sign each letter.
- **Enclose** a return envelope, and give a date and place for mailing or returning the letter. Enroll all parents, teachers, the principal, the staff of your school, and any other interested persons, including grandparents, relatives, friends

and community members. Enroll students.

- **Have** membership tables in a convenient place at every PTA meeting, Open House, school and PTA event. Even voter registration!
- **Thank** those who become a PTA member – keep in mind that becoming a PTA member is valuable in and of itself, and members should be recognized and appreciated.
- **Remember** that members should be recruited all year round.

The main reason people cite for not becoming a PTA member is that they were never asked – so ASK!



the membership committee

membership is everyone's job!

And the membership job, like any other, becomes easier when broken up into small segments that are easily managed by busy volunteers.

The membership chair needs the support of a solid and productive committee that can include just about anyone, but should automatically include your unit's

president and treasurer. The committee only needs to meet as a whole twice a year – once in the summer for planning and once at the end of the year to identify successes and to pinpoint areas that could be improved for the next year. When selecting individuals to serve, keep in mind that the committee is there to lend their

expertise and advice on all things membership for your unit. Utilize the talents and interests of your volunteers! Here are some tasks that can be successfully delegated to members of your committee:

- Include artistic people to help design flyers and publicity posters.
- Find someone who enjoys

the membership committee, con't.



writing to draft your press releases and write your newsletter articles.

- Include parents who own local businesses to help network with the business community.
- Offer older students a chance for community service hours for manning membership tables at school and PTA events.
- Take advantage of any advertising background that members may have to help you design your campaign, questionnaires and evaluation sheets.
- Draft a member who is great with numbers to help you with the financial reporting.

All members of your PTA executive board should also be well-informed about PTA; include them so that they can inform others about the value of being a member of your unit. Think about asking these people to serve on your committee:

Room Representative (or Class Parent) Chair who can contact new families as they move into the area, inform them about what PTA is doing, and invite them to become members. Recruit translators for non-English speaking families.

Publicity Chair who can keep up-to-date on PTA pamphlets and publicize their contents and availability, display PTA materials at meetings, submit articles to local newspapers about PTA's activities and plans and assist the program chair in designing interesting fliers for meetings.

Newsletter Editor/Website/Social Media Chair who can keep people informed of PTA events on all levels and issues as well as the importance of parental support and involvement.

Program Chair who can arrange for programs of interest to members, use a questionnaire

or evaluation sheet to find out what topics would interest the membership, plan programs that involve the membership using their various abilities, use attractive flyers to publicize meetings.

Hospitality Chair who can make new members feel welcome and introduce them to the executive board.

Treasurer who sees that dues are submitted to New York State PTA with a dues form.

Principal who can encourage the teachers and support staff to become members of and participate in the PTA.

Teacher Representative who can promote PTA to teachers and take the responsibility of enrolling them.

Student Representative who can promote PTA to students and can be responsible for enrolling them and give input as to needs of students.

Unit President who can share information they receive from New York State PTA in mailings and periodicals like "Fast Facts" about deadline dates, awards, etc., and who can facilitate coordination with the other board chairmen and officers.

records

- Secure records and procedures from last year's chair. Check your unit bylaws to learn your current membership dues amount and if your unit has different dues categories. Unit dues for each member must at least cover the amount of the national and state portions.
- Read all material sent from the state office regarding

membership regulations, methods of reporting dues, members and awards. Membership mailings are sent to the president in August, February and April.

- Obtain August membership mailing from president.
- Make sure the Membership Chair Confirmation is completed online at www.nyspta.org.

- Attend region and state PTA membership workshops.
- Introduce yourself to your region membership chair. This person will be your link to the state office, and can help you with any membership questions that may arise.
- Turn in all dues money to the unit treasurer as soon as it has been recorded. Never leave

records, con't.

money in school. Request a receipt from the unit treasurer for your records.

- Mail dues to the state office monthly with a dues payment form. Forms are sent in the August mailing, or can be downloaded from the New York State PTA website. Your unit code number must be on all correspondence. **Remember**

two (2) signatures are required on all PTA checks.

- It is your responsibility to see that your unit treasurer meets the deadlines and sends the correct amount of dues per member (both the state and national portions) to the state office. Unit check and dues forms are to be mailed to:

**New York State PTA
One Wembley Court
Albany, NY 12205-3830**

- Ensure that your final dues payment arrives in the state office on or before May 31.
- Keep in touch with your region membership chair for assistance or if you have any questions.

how to have a successful membership campaign

ask!

anyone and everyone, anywhere and everywhere. The main reason people cite for not becoming members is that they were never asked.

study

the *New York State PTA Resource Guide* and National PTA Quick Reference Guides and membership materials. Visit the websites at www.nyspta.org and www.pta.org.

plan

a year-round membership effort – members can be recruited anytime, not just from September to November! Refer to the membership calendar in this guide. Make becoming a PTA member easy any month of the year. Be visible and start now. It's never too early and almost never too late to make good plans!

set goals

which are both realistic and challenging. Let everyone know your goal so they can help you get there! Some examples:

- Receiving a state membership award?
- A five percent increase?
- 10 new members?

attend

membership workshops and leadership training provided by region and state PTA. Ensure that your unit is budgeting for these trainings, as they are critical and important tools that will help your unit grow.

order

membership materials to fit your needs. Contact your region membership chair.

report

your progress to your membership regularly, and your region membership chair when requested. Be sure to meet all deadlines.

work

with a membership committee – membership is too important and too large a task for one person. Try to include on your committee:

- different grade level parents
- professional staff persons
- parents who live in different neighborhoods
- one or more non-school related persons (senior citizens, business owners or active residents)
- students

contact

target groups and individually ask people to support by becoming new members or renewing their current PTA membership. Think outside the box! Members don't just have to come from your school – everyone in your community is a stakeholder in the education of its children and needs to be heard.

Remember to contact:

- past unit presidents and officers
- teachers – current and retired
- last year's members
- all parents in your school
- interested community people (grandparents, doctors, business owners, clergy, police, preschool parents, etc.)
- Honorary Life Members and Distinguished Service Award winners
- students
- school board members and administrators

enjoy

your success, knowing that you are doing something very worthwhile when you bring others into PTA!

share

your experiences and ideas.

membership dues requirements

For a unit to remain in “**good standing**,” the following membership requirements must be met:

- **First dues payment** must be received at the state PTA office on or before **October 31**.
- Subsequent payments are made monthly.
- **Final payment** received at the state PTA office no later than **May 31**.
- Must have paid for at least 25 members unless there are extenuating circumstances which have been approved by the New York State PTA executive committee.

When people become members of a local unit, they automatically become members of New York State and National PTAs. Unless the state and national portions of the dues are submitted, these people are being denied their rights as members. It is fraudulent to keep dues that were collected for New York State and National PTA. The state and national portion of dues

are not part of a unit’s funds. They should not be included in the cash on hand.

Dues are the source of revenue for your unit, as well as state and National PTA, and therefore should be forwarded to the New York State PTA office monthly. Units that have not sent any dues payment to the state PTA office on or before October 31 will be considered delinquent. This means:

- The unit’s tax exempt status, liability insurance and fidelity bond coverage are in jeopardy.
- The unit becomes ineligible to apply for or participate in any region, New York State or National PTA programs or awards.
- The unit may not submit resolutions.
- Reflections entries will not be accepted.

Members of delinquent units can also be denied:

- Voting privileges at council meetings.

- The privilege of attending region conferences.
- Participation as a voting delegate at convention.
- Participation on a PTA region board.

Final dues payment must be received in the state office no later than **May 31**.

Any dues received on or after June 1 will not count toward your total membership figure and will not be used to qualify for awards for either that year or the following year.

Remember that two signatures are required on all PTA checks.

important note:

There are also insurance, bylaws and officer contact information components to remaining a unit in good standing. This section deals only with the membership piece. For more information regarding these other requirements, please refer to the other pertinent sections of the *Resource Guide*.



membership awards

Membership awards can be earned for many different reasons. Some awards are automatically earned and others need to be applied for.

The award application is available online starting May 15 and closing June 15. Remember that in order to qualify for any membership awards, your PTA unit must be in good standing.

Please see pages 9 and 10 for detailed information about the available awards.

A new online membership system is being developed by the NYS PTA.

This online system will help us to become more economical, ecological, technological and timely.

The traditional paper card is being replaced by a virtual eCard that will be emailed to members upon purchase of a membership in one of our units.

As this will be a work in progress, this section of the Resource Guide will be undergoing continual updates during the next few months.

Don't forget to stay tuned for the next information update.

requests for refunds of overpayment of dues

New York State PTA Board of Directors procedures state that:

Requests for return of overpayment of membership dues will be honored if made in writing within 60 days of payment and prior to the close of the membership year (May 31). Thereafter, refunds may be granted at the discretion of the state membership coordinator, and may be limited to the state portion of the overpayment. Determinations will be made on a case by case basis.

In accordance with this procedure, the following steps must be taken in order to have a refund request honored.

1. All requests for a refund must be made in writing within the specified **60 days** of payment, but prior to May 31, to the state membership coordinator. You can obtain the mailing address of the current state coordinator by contacting your region membership chair, by calling the state office at 1-877-569-7782, or by emailing the state

membership coordinator at membership@nyspta.org.

2. Written requests by the unit president or treasurer should be sent to the state membership coordinator (via regular mail or email), and must include the following information:
 - Unit name and code number
 - Check number and date
 - Payment amount sent
 - Number of members paid for
 - Number of members that should have been paid for
 - Payment amount for correct number of members
 - Amount requested for refund
 - Name and phone number of a contact person
3. Failure to follow this procedure could result in denial of all or part of the request. If you have additional questions regarding this process or any other membership issue, contact your region membership chair for assistance.

important note:

Careful record keeping and accurate calculations are strongly advised in order to avoid errors.



membership awards



Units must be in Good Standing to Qualify (>25 Members, Current Insurance, Bylaws and 990 Tax filing)

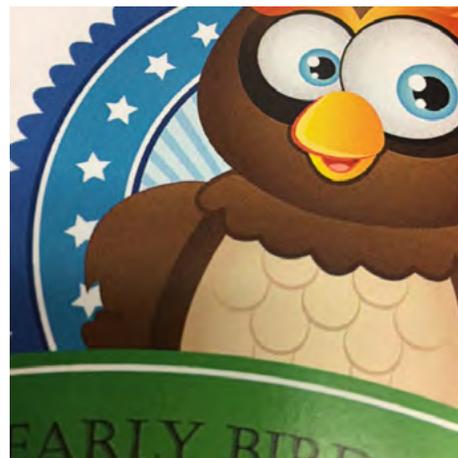
ALL BADGE BONUS:
Each month's Badge recipients will be entered into a drawing for PTA logo Swag

September/October Focus

Early Bird Award*

Register and Pay Dues for members representing at least 60% of your Membership Goal by October 31.

** Dues must be received in the state office by October 31 (not post-marked)*



November Focus

Students Rock Award*

Register and Pay Dues for Students representing at least 30% of your total membership by November 30.

** Identify members with "Student" as Membership Type on the Portal*

BADGE BONUS: All Students Rock Badge recipients will be entered into a drawing to win one of five \$500 Student Scholarships for the unit

December Focus

Alumni/Community Members Award*

Register and Pay Dues for Alumni or Community members representing at least 15% of your total membership by December 31. Your school building parents, teachers and students **DO NOT QUALIFY** for this award. Give the Gift of Membership!

** Identify members with a "Yes" in the Community Member field on the Portal*

January Focus

Terrific Teacher/Super Staff Award*

Register and Pay Dues for Teachers and School Staff members representing at least 75% of the total number of school employees by January 31.

** Enter a value in the "Total Number of School Employees" field on the Portal (only need to enter one time)*

** Identify members with a "Yes" in the Teacher/Staff field on the Portal*

membership awards, con't.

February Focus

Founders' Day Award*

Register and Pay Dues for at least 15 new "First time PTA members" by February 28.

- * Identify members with "Founders Day" in the Custom 2 field on the Portal
- * Dues must be received in the state office by February 28 (not post-marked)

March Focus

Men Matter (March Madness) Award*

Register and Pay Dues for Male members representing at least 30% of your total membership by March 31.

- * Identify male members using the gender field on the portal

April/May Focus

Good Apple Growth Awards*

Membership Growth over last year (Gold 100% -Silver 50%- Bronze 25%)

- * Dues must be received in the state office by June 30 (not post-marked)

BADGE BONUS: Highest Statewide Percentage of Membership Growth

- Grand Prize - Convention Voucher for up to \$500 towards 2018 Convention Registration and Hotel
- 2 Runners Up - Convention Voucher for up to \$300 towards 2018 Convention Registration and Hotel



membership calendar

june – july

- Obtain and review membership records, flash drives and procedures from previous membership chair.
- See that funds are included in the budget for membership brochures, posters and awards.
- Register to attend membership and other New York State PTA workshops at Summer Leadership Conference, as well as regional workshops and training. These are legitimate PTA leadership training expenses.
- Introduce yourself to your region membership chair.
- Plan your membership campaign for the upcoming school year.
- Meet with membership committee.
- Evaluate last year's plans, assess successes and identify areas for improvement, set realistic goals. Pick membership awards you would like to earn.
- Adopt a theme and plan your membership promotion and awards.
- Work with room representatives or their counterparts to select a membership representative and a translator, if needed, for each classroom or constituency.
- Arrange for membership proclamation from your local government official and publicize the presentation in your local newspaper. **Do this now for September.**

august

- Request the information from the August Membership Mailing from the president.
- Dues payment forms should be given to unit treasurer.

- Arrange for publicity and publications.
- Present your plan of work to executive committee for approval.
- Finalize plans for September membership month.
- Arrange for volunteers to help staff a membership table at open house night.
- Send membership applications to families that may have "graduated" last June, and former unit officers.
- Check the National PTA website for helpful graphics, reproducible flyers and customizable posters. Check the New York State PTA website for updated recruiting tips and necessary forms.

**Celebrate National PTA
Membership Month
with ideas from
www.pta.org.**

september

- Announce your theme and publicize it widely. Display posters in local store windows, libraries, banks, etc.
- Send an invitation to each former member as a personal touch. Include envelope and reply date.
- Hold a prize drawing for all memberships received before your first PTA meeting. Draw the winner at your first PTA meeting. Member must be present to win.
- Set up a PTA membership table and enroll members at ALL school functions, not just Open House and Meet the Teachers Night. Sporting events such as soccer and football games are a great place to enroll new members. Greet people and direct them to tables. A

friendly atmosphere helps to get members and keeps them coming back.

- Invite teachers and administrators to become PTA members.
- Reach out to your community's preschool parents, senior citizens, other school staff, school board members, students, past presidents, Honorary Life Members and Distinguished Service Award winners, local politicians, service clubs and other community organizations.
- Give a membership report at each meeting. This should include the current number of paid members, and how many more members are needed to reach your goal.
- Turn all dues money over to the unit treasurer as soon as it has been recorded and obtain a receipt for it.
- Remind your unit treasurer to send dues payment to the New York State PTA office after your first membership drive. **DON'T WAIT – SEND DUES AS COLLECTED!**

october

- Make sure that the state office receives your **Fast Tack** membership payment is due by **October 31**.
- Visit local businesses – invite them to support the work of your PTA – give them a framed certificate for their office or front window.
- Check your list of members against list of parents from each classroom and against your list from last year. Contact those who have not enrolled with a personal invitation.
- Submit another article to your newsletter/website editor.

membership calendar, con't.

- Regularly contact all newcomers and invite them to become PTA members.
- Send **first dues payment** to the state office so that it arrives on or before **October 31**. If your initial payment is not received by this deadline, your unit will not be eligible for state membership awards at the end of the year. Remember that two signatures are required on all PTA checks.

november

- Dues payment forms should be given to unit treasurer.
- Make plans for your second membership drive for after the holidays.
- Continue your current membership drive.
- Be sure all your unit board members and principal have purchased their membership.
- Room representatives should personally contact parents and teachers who have not yet become members.
- Have a membership table at all general meetings and functions (holiday bazaars, Teacher Conference Days, Election Day, concerts, etc.)
- Submit articles about PTA membership to your PTA newsletter.

december

- Check with unit treasurer that dues payments to the state office are up to date.

january

- Dues payment forms should be given to unit treasurer.
- Begin your second membership drive.
- Ask the school office to distribute PTA information, with officers' phone numbers, to new students.



- Include a membership application in your monthly newsletter (or ask for it to be sent home with report cards).
- Check for 100% teacher faculty/staff membership.
- Have a membership table at all winter PTA and school activities.
- Reach out to a new or underrepresented constituency – make a concerted effort to enroll more men, students, community members, civic or business leaders.
- Make plans to celebrate Founders Day in February.
- **Dues payment again!**

february

- Dues payment forms should be given to unit treasurer.
- Enroll as many members as you can, now!
- Celebrate Founders Day.
- Consider honoring a member with an Honorary Life Membership or Distinguished Service Award.
- Turn over to unit treasurer any additional dues collected

(always obtaining a receipt) and see that they are submitted to the state office. If payment for 15 new PTA members is received by the New York State PTA office by February 28, you can apply for the Founders Day Recruitment Award.

march

- Dues payment forms should be given to unit treasurer.
- Have membership tables at kindergarten registration, middle school and high school parent orientations in order to recruit new members.

april

- Dues payment forms should be given to unit treasurer.
- Evaluate the year's program and make recommendations for next year.
- Register to attend your region's Spring Conference.
- Continue to recruit new members.

membership calendar, con't.

may

- Make strong efforts to get every potential member enrolled before the end of May.
- Determine whether or not your unit is eligible for any membership awards. If so, complete the application for membership award(s) at www.nyspta.org. You can apply for membership awards from May 15-June 15.
- Be sure the unit treasurer sends **the final dues payment** in plenty of time to arrive in state office on or **before May 31**. Dues received after that date will not be applied to your membership numbers for this year or next. **Remember that two signatures are required on all PTA checks.**
- Continue to recruit members.
- Thank those who helped with membership.
- Remind unit president to complete the Annual Unit/Council Updates (Form A) for the newly elected officers on the New York State PTA website.
- Remind your treasurer to pay the insurance. (Bills are sent to the president from AIM.)

june

- Prepare final membership report for your board and newsletter.
- Bring your records up-to-date for your successor.
- Pack up all physical files for the secretary and your successor.
- Copy all electronic records to a flash drive to pass on.

mission and values

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

PTA values

Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed upon goals.

Commitment: We are dedicated to promoting children's health, well-being and educational success through strong parent, family and community involvement.

Accountability: We acknowledge our obligations. We deliver on our promises.

Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

Integrity: We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.



ideas for themes and slogans!

The theme you choose will be your slogan for the year. Publicize it and use it often; it will become your PTA's "brand". Feel free to use the New York State PTA's current theme, which can be found on the New York State PTA website at www.nyspta.org.

When planning your membership campaign, choose a theme or slogan which will become familiar to everyone in your community. You may wish to have T-shirts, bumper stickers, magnets or other items made up with your slogan printed on them to sell in your school. Use the theme on posters, letters, fliers, radio announcements and in your PTA newsletter. It will create interest, promote friendship

and make PTA fun. You might even have a contest and present a prize to the person who gives you the best idea for a slogan or theme.

Ideas for membership themes/slogans might include:

- Build a Better Community
- Help Build a Strong Foundation
- PTA/PTSA Your Voice in the School
- Join our Family Tree
- Connecting Families and Schools
- It Takes a Village
- Children First – You Make the Difference
- Put Your Heart in PTA
- Take the "First Step" – Support an Early Childhood PTA

- Open Doors for the Future Through PTA
- PTA – Parent-Teacher Advocates for Children
- Up, Up and Away with PTA
- Make the Move That Makes the Difference – Support the PTA
- Invest in the Future – Support PTA Today
- Be a Champion for Children and Support the PTA
- PTA – An Investment in the Future
- The Future is in Your Hands – Support PTA!
- PTSA – Preparing Tomorrow's Adults
- Children Come First, Last and Always with the PTA
- Don't Wait – Participate!!! Support Your PTA



ways to spark your membership campaign

- Create a list of the programs, events and activities your PTA/PTSA sponsors.
- Sponsor PTA grade-level meetings or orientation for parents and students going to a single grade center, middle school or high school and ask parents to enroll.
- Host a “New Parent Coffee” for parents of incoming students to deal with first-day trauma, and provide the opportunity for parents to become PTA members.
- Have the room representatives/class parents promote membership. Prepare kits for class meetings for parents to distribute. These kits should contain highlights of past successes, the program for the year, the PTA directory and blank membership enrollment forms.
- Challenge a neighboring PTA unit. The unit which achieves the larger percentage increase will receive a special treat from the other unit.
- Provide membership discount incentives when charging a fee for programs, conferences and entertainment events; offer discounted prices to all PTA members.
- Offer discounted membership to additional family members, senior citizens and students. (Note: unit dues for each member must be at least equal to the amount of the national and state portion.) Discounts must be included in your unit bylaws.
- Have students bring real or “adopted” grandparents to school for lunch, a program or a tour of the building on a “Grandparents Day”. Enroll grandparents.
- Ask local businesses to become a “friend of PTA” by offering discounts to eCard-carrying PTA members.
- Give a certificate or a plaque to the business establishment that made the largest contribution to the PTA (click [here](#) and scroll down for fillable certificates); alert the media.
- Hold a Business Leaders Day and invite those businesses that have supported PTA to come to school for a tour and special recognition.
- Ask service clubs (Rotary, Kiwanis, Elks, Lions, Chamber of Commerce, etc.) to invite a PTA representative to speak about the value of PTA.
- Send a special letter of invitation to become a member of PTA after getting the names and addresses of new parents.
- Keep a letter of welcome, PTA materials, an invitation to enroll, and a blank membership enrollment form in the principal’s office or with the school secretary for distribution when a new family comes to register their children. Include the phone number of a current officer and/or the membership chair.
- Set up a bulletin board in your school with names of all members written on various shapes and pinned to the board, or put colored leaves on a PTA tree; each class can have a branch and can compete for the highest membership.
- Always remember to thank those who assist with membership enrollment!



keeping the “T” in PTA

Teachers are a key part of our home-school alliance in PTA. Here are some ideas to get and keep your teachers involved in your PTA.

- PTA Teacher Appreciation Week is usually the first week in May. Plan to host a teacher appreciation event in your school or community. Download the resources from the National PTA website to celebrate PTA Teacher Appreciation Week in your community.
- PTA sponsors Legislation Conferences at both the state and national level. PTA members stay current about education issues and advocate with legislators for sound educational practices and funding.
- Teachers contribute their expertise to our efforts. Parent groups working independently can’t assemble all the resources to conduct education research, let alone make sense of all the available data to create successful parent involvement models for any school to use. Through the support of its members, PTA continues to be at the forefront of developing the research, the assessment guides and the implementation tools needed to boost parent involvement everywhere.
- Parent involvement boosts student success. Through the National Standards for Family-School Partnerships, PTA proves that parent involvement is crucial to student success and shows how families, schools and communities work well together.

how to interest men in PTA

men matter

- Set a goal for more male engagement. Being an inclusive PTA means nominating, electing, appointing and encouraging dads, stepdads, grandfathers and other interested males to participate in the activities of your PTA.
- Use other men as recruiters. Sometimes other dads who are already involved can help create a domino effect.
- Send mailings and notices addressed to both parents by name. A sense of being included is important, and if Dad doesn't live at home, send a separate mailing to his address.
- Take a male interest survey. No more than 10 or so questions can help you find the keys to more male involvement.
- Determine the best time for both parents to attend meetings by sending a questionnaire to all parents.
- Sponsor Dads-In-Action Days, where individual dads (or other males) go into classrooms and speak on special hobbies or their job, demonstrate special tools or other equipment.
- Encourage men to serve on committees to study and make recommendations on community needs and/or problems.
- Ask men who work with youth groups to explain their programs to the PTA.
- Urge men to take part in panels for and with young people.
- Ask men to serve as liaisons with government agencies concerned with the welfare of children and youth.



- Recruit men to organize cooperative programs with business and industry.

Your yearly program should include a variety of activities and speakers which appeal to both male and female members. Stress the importance of men's role in rearing children and stimulate their participation in youth activities.

recruitment ideas that have worked for others

- Emphasize that PTA is an association for everyone.
- Call attention to the important role male members play in your PTA and in PTAs across the nation. Stress that people need not have children in school or be a teacher to become part of PTA.
- Sometimes a PTA needs a cause around which people can rally to realize a growth in membership – a cause to create positive interest in the association. Identify a real need in your community and become involved.
- Display membership awards received at meetings or hang them in the school.
- Request a PTA bulletin board or showcase, then use it wisely and keep it timely.
- Develop an information sheet to distribute to members and prospective members explaining the value that members get from local, state and national dues. Include information about last year's PTA accomplishments as well as this year's goals.
- Send a personal invitation asking each teacher to become a PTA member. Ask to speak for a few minutes at a faculty meeting and let them know the value PTA has brought to the school. Let them know you are grateful for their continuing support of PTA.
- Ask each board member to seek out new members.
- Inform the local news media of your unit's activities and successes and the importance of what PTA is and does.
- Train and support PTA volunteers. Involve your members after you recruit them.
- Look to PTA history for inspiration. Use PTA resources.
- Send invitations to become a part of PTA throughout the entire school year.
- Use as much personal contact as possible in recruiting members. Include testimonials in your campaign.
- Set up a table for recruiting members in your library, local supermarkets and movie theater lobbies. Have membership tables at ALL PTA meetings and school functions. Make posters and display them in area stores and banks. List a contact person.
- Ask people to support the work of your PTA by purchasing a membership.
- Never stop recruiting – always encourage new membership.
- Use social media to share information about your unit's membership, events and successes.

membership support for middle and high schools



try some of the following suggestions:

- Plan meetings at times when more parents, teachers and students can attend.
- Include fathers, mothers, students, teachers and an administrator on the membership committee.
- Mail notices of the meetings to the homes of students, accompanied by a letter of invitation signed by the PTSA president, the principal, student body president and the membership chair. Let people know you are united in your concern and are prepared to work together.
- Have student spokespersons meet with the middle or junior high PTAs to explain the importance of parents continuing their involvement in PTA on those levels.
- Explain PTA programs, policies and procedures to high school students and encourage them to become members. Young people are more likely to participate if they see the relevance of the PTA/PTSA to their own lives and understand their specific roles in the association.
- Question young people regarding the needs of the school and students and the type of PTA programs that would best meet their needs.
- Ask the art department to assist you in constructing posters and displays to be placed in prominent places in the school during fall registration.
- Each time parents are in the school, have PTSA representatives at the door to greet guests and offer the opportunity to become part of PTSA. Wear a large name tag with PTA/PTSA visible.
- Put handwritten notices for each teacher in the school mailboxes. Let them know you are grateful for their continuing support of PTSA.
- Encourage students to become members so they may have full voice and voting privileges. Bylaws can be amended

what is a PTSA?

In today's world there is a need for young people and adults to understand and communicate with each other, and to work together for a common cause. PTAs in secondary schools are including and involving students in the organization; thus PTSA (Parent Teacher Student Association).

PTAs provide an atmosphere in which issues and problems of mutual concern may be discussed and resolved in a climate of mutual respect.

If your PTSA offers outstanding programming, if it undertakes meaningful projects, and if it gives students an opportunity to take part, you are an active unit. Refer to the state and National PTA website resources for more information on youth members.

- to offer discounted student membership dues.
- Match students with adult mentors in their area of interest. Students are more likely to become part of PTA if they can walk away with a marketable skill or resume item.
- Have students serve as officers and committee members in your association. (Refer to bylaws for legal restrictions.) Have them help recruit student members and give input on their needs.
- Arrange with the school for PTSA members to get discounts at school functions – athletic events, musicals, plays, etc.
- Ask the school administration to help promote PTA's "Reflections" program. It is one more way for secondary students to participate in a PTA activity.

why PTA?

What can PTA accomplish that we can't do alone? Why should we belong to a state and national association when we just want to help our children in our own school?

Here are some answers:

unified action

PTA can provide a unified attack on major problems, a unified push to improve legislation, a forum where many diverse voices can share ideas, and a chance to meet with others and share concerns about mutual problems.

information available

PTA cooperates with other state and national organizations concerned with family and child-oriented programs. Therefore, there is no need to spend hours doing research on local problems needing solutions; a telephone call, email or fax can put you in touch with region, state or National PTA, where you can get answers to many local problems and tap into resources, programs, information and training.

PTA has already done the research about many issues that affect children, and experts have set up successful programs that your local unit can implement. Whether it comes to running your unit, learning how to advocate on a local issue, or learning new skills that will benefit you as a person long after your children have graduated, being a member of PTA keeps you in the information loop. The assistance of experts from all over the country is at your disposal.

not all problems can be solved locally

Most laws affecting the welfare of children are made at the state level, not by local government. When your unit or council grassroots information and research comes to the attention of the state or National PTA, we can support your efforts with many voices. Conversely, as part of the state and National PTA, your local unit extends its influence beyond your neighborhood and helps secure state and national action for the benefit of all children.

PTA cares

PTA cares about schools and education, of course, but also about the safety of children's homes, the health of their environment, influences they are exposed to in movies and video games, and all the out-of-school influences that mold children's attitudes and behavior. PTA also understands the importance of parent involvement, just to name a few of the advocacy items on our agenda.

PTA trains its volunteers

Leaders are not born – they are trained. PTA offers a wide variety of opportunities to its members to receive help and guidance.

PTA speaks

and speaks loudly! Caring about issues is not enough; PTA works to effect change where needed to ensure the well-being of every child. Not every parent has the time or inside knowledge to advocate effectively for their child. Often PTA is the only voice these children have. That is why our tagline is “**everychild.onevoice.**®” Remember, the more voices you have, the more influence your local group's efforts will have with decision-makers when combined with others.

PTA has a name

We've been around since 1897—long enough to be recognized as a powerful force working for children. When you become part of PTA, you immediately become a member of both the state and national associations as well as your local unit. Your members will benefit immediately from the association through member discounts and parenting resources. It is through membership in this nationally-recognized and respected group that you, your unit and, most importantly, your children will benefit.

New York State
PTA[®]
everychild.onevoice.[®]

what your dues provide...

state dues

The state dues enable New York State PTA's Board of Directors, who are volunteer PTA members, to plan and execute a statewide PTA program. For units, councils and regions, the state PTA:

- Maintains the state office in Albany (refer to section “The State PTA Office”)
- Provides leadership training, workshops, conferences, schools of instruction, annual conventions, etc.
- Provides leadership in the PTA regions and visits to PTAs by region directors, members of the board of directors, and state specialists to assist in workshops, conferences, etc.
- Finances representation of PTA at meetings of cooperating agencies
- Promotes state and federal legislative activity affecting education, health and safety of children and youth
- Informs the membership of new issues and changing policies of governments and agencies
- Produces educational material, including the *New York State PTA Resource Guide*
- Produces the state periodical *New York Parent Teacher*
- Produces the “[Advocacy Newsbriefs...](#)” and “[Fast Facts](#)”
- Develops publications and handbooks on issues affecting children and youth
- Provides instructions to do effective PTA work
- Reports activities in New York to the National PTA annually
- Maintains the New York State PTA website at www.nyspta.org and social media, i.e. [Facebook](#), [Twitter](#), “[The Voice of NYS PTA](#)” blog and mobile app

- Works with other school-related and child advocacy organizations to improve the education, health and welfare for New York's children
- Co-chairs and participates as a member of the Educational Conference Board
- Provides a network for common educational issues and support to local units
- Sends representatives to meetings of the Board of Regents and other groups



national dues

The National dues enable the National PTA's Board of Directors, also volunteer PTA members, to plan and execute a nationwide PTA program. For the units, councils and states, the National PTA:

- Maintains the national office in Alexandria, VA, a suburb of Washington, DC
- Maintains the National PTA website at www.pta.org
- Provides leadership training and field service at state and regional levels
- Provides a national convention and other leadership training opportunities
- Develops publications on issues and distributes them free or at a nominal cost
- Provides program planning kits
- Conducts pilot and demonstration projects planned with the help of expert consultants
- Initiates special projects that meet special emergency needs
- Provides communications and news releases
- Publishes National PTA magazine *Our Children (OC)* and electronic newsletters
- Cooperates with other national organizations
- Informs members about national legislation relative to the care and protection of children and youth
- Provides support and access to grant funding for special projects and initiatives

For more resources and tools to help you recruit and retain members, visit the National PTA website. Download and customize fliers and posters in English and Spanish to help you with your campaign.

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