Meet your RMC
Let’s Talk Membership

Presented by:
Mary Sotomayor – Membership Coordinator
MEMBERSHIP AGENDA

- Why PTA?
- Membership Chair Duties and Responsibilities
- Membership Campaigns
- Membership Support System
- Just Ask!
- Membership Awards
- Spread the Word
- Questions & Answers
WHY PTA

Our Mission

To Make Every Child’s Potential a Reality.
WHY PTA
We are:

A voice for children
A resource for parents
An advocate for education
MEMBERSHIP CHAIRS
What are my duties and responsibilities?

MAINTAINING ACCURATE RECORDS

• Recruiting members – new and old
• Maintaining the online membership roster
• Submitting dues money to the unit treasurer
• Ensuring deadlines are met for submitting dues payments to NYS PTA
MEMBERSHIP CHAIRS
What are my duties and responsibilities?

MARKETING THE PTA
• Recruiting a Committee
• Creating a campaign
• Publicizing PTA Membership
• Work to increase Membership recruitment
MEMBERSHIP CAMPAIGN

Where do I start?

MEMBERSHIP COMMITTEE:

- Determine Your Committee Goals
- Plan your Marketing Strategies
- Form an Action Plan
- Perfect your Elevator Speech
MEMBERSHIP CAMPAIGN
Where do I start?

The elevator speech is a clear, concise articulation of the value of PTA
• This takes the messaging and puts it into simple direct terms
• The elevator speech provides a quick and easy answer to “Why should I join PTA?” or “What does PTA do?”
MEMBERSHIP CAMPAIGN
Where do I start?

Example
I invite you to join PTA for your child because increasing our membership, by even one, makes it possible to provide important educational resources, speak up on important issues and create a stronger school community. 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.
MEMBERSHIP CAMPAIGN

Where do I start?

MEMBERSHIP COMMITTEE:

- Determine Your Committee Goals
- Plan your Marketing Strategies
- Form an Action Plan
- Evaluate your Progress
MEMBERSHIP CAMPAIGN

Where do I start?

MAKE SURE YOU

- Highlight your PTA accomplishments
- Communicate
- Create Informational Packets
- Letters and fliers
- Use the support available
MEMBERSHIP SUPPORT SYSTEM

What is an RMC?

This is not it...
MEMBERSHIP SUPPORT SYSTEM

What is an RMC?

The Region Membership Chairs (RMCs) have one of the most important roles in NYS PTA today!

It is up to the RMCs to make sure your units have the tools, education, and guidance you need to ensure that they are efficiently and effectively recruiting members. The RMCs are NYS PTA’s direct link to each and every individual unit, and are the most important tool we have to gauge the heartbeat of our association.
MEMBERSHIP SUPPORT SYSTEM

Who is my RMC?

SUFFOLK
Julie Cannistra
messier11x@aol.com

CENTRAL HUDSON
Jennifer Mcphee
jemcphee@optonline.net

LEATHERSTOCKING
Renée Daniels
trmjd05@gmail.com

GENESEE VALLEY
Christine LeVey
clevey1967@gmail.com

NASSAU
Andrea Giattini
andreagiattini@gmail.com

SOUTHEASTERN
Velida Ford
velidaford@gmail.com
MEMBERSHIP SUPPORT SYSTEM
Who is my RMC?

WESTCHESTER-EAST PUTNAM
Karen Collura
weprmembership@gmail.com

Is your Region missing from this list?
SURPRISE - ITS YOU!

Just Kidding – You should have a designated RMC shortly
MEMBERSHIP SUPPORT SYSTEM
NYSPTA Toolkit

THINGS YOU CAN FIND IN THE NYSPTA TOOLKIT https://nyspta.org/home/membership/membershiptoolkit/

- MEMBERSHIP LOGO
- MEMBERSHIP ENROLLMENT TEMPLATE
- BUSINESS MEMBER/SPONSOR CERTIFICATE
- IMPORTANT FLYERS
- SAMPLE PARENT LETTER
MEMBERSHIP SUPPORT SYSTEM
New Membership Newsletter

THIS YEAR WE ARE INTRODUCING A NEW MEMBERSHIP NEWSLETTER

The newsletter will have articles written from:

1. The membership committee: Diversity Coordinator, Special Education Specialist, Urban Specialist,
2. The Region Director (RD)
3. The Region Membership Coordinator (RMC)
MEMBERSHIP SUPPORT SYSTEM
New Membership Newsletter

FEATURES

The newsletter would also highlight:

1. Units who are making great strides in membership
2. Membership award details
3. Membership Flyers
WHO SHOULD JOIN YOUR PTA?

• Mom and/or dad
• Additional family members
• Students
WHO SHOULD JOIN YOUR PTA?

• Board of Education
• Community Members
• Local Politicians
JUST ASK

Who should Join your PTA?

BUSINESS – MEMBERSHIP OR SPONSORSHIP

• Membership Card must have a person’s name
• Your bylaws determine your membership dues but your Unit Procedures determine your business membership dues
• Thank you certificate
MEMBERSHIP AWARDS
Automatic – Unit must be in good standing!

**Automatic Awards** – these come to the unit automatically, no application is required.

Membership awards may change slightly from year to year, so it’s always a good idea to check on the NYS PTA website for the latest award information.
MEMBERSHIP AWARDS

Dates to Remember

- **September** - Early Bird Award
- **October** - Region run - Terrific Teacher/Super Staff Award
- **October** - Region Olympics - Region Highest % to Goal
- **November** - Region run - Students Rock Award
- **November** - Region Olympics - Region Highest % to Goal
- **December** - Gift of Membership Campaign and Social Engagement contests throughout the year
- **January** – Savvy Membership Award
- **February** - Founders Day Award
- **March** - March Madness Male Engagement Award
- **April - June** - Good Apple Membership Growth
SPREAD THE WORD

PTA’S a verb!

PTA

VERB /PEE-TEE-AY/

TO SUPPORT YOUR CHILD’S POTENTIAL IN ONE OR MULTIPLE WAYS:

1) To invest in your child’s potential.
2) To volunteer for your child’s potential.
3) To advocate for your child’s potential.
Thank you for attending this membership “zoominar”!

As a thank you, everyone on this chat will all be receiving...
QUESTIONS

Mary Sotomayor
Membership Coordinator, NYS PTA
One Wembley Court
Albany, NY 12205
membership@nyspta.org