



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

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WHY PTA

Our Mission

**To Make Every
Child's Potential
a Reality.**

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WHY PTA

We are:

A voice for children

A resource for parents

An advocate for education

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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

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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

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MEMBERSHIP CAMPAIGN

Where do I start?

MEMBERSHIP COMMITTEE:

- Determine Your Committee Goals
- Plan your Marketing Strategies
- Form an Action Plan
- Perfect your Elevator Speech

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**PTA
FOR
YOUR
CHILD**

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?”

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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.

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MEMBERSHIP CAMPAIGN

Where do I start?

MEMBERSHIP COMMITTEE:

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

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MEMBERSHIP CAMPAIGN

Where do I start?

MAKE SURE YOU

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

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MEMBERSHIP SUPPORT SYSTEM

What is an RMC?

This is not it...



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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.

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MEMBERSHIP SUPPORT SYSTEM

Who is my RMC?



SUFFOLK

Julie Cannistra

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CENTRAL HUDSON

Jennifer Mcphee

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LEATHERSTOCKING

Renée Daniels

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GENESEE VALLEY

Christine LeVey

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NASSAU

Andrea Giattini

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SOUTHEASTERN

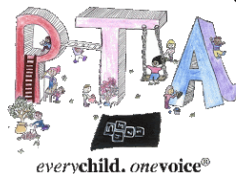
Velida Ford

velidaford@gmail.com

MEMBERSHIP SUPPORT SYSTEM

Who is my RMC?

Westchester-East Putnam Region



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)

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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

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JUST ASK

Who should Join your PTA?

WHO SHOULD JOIN YOUR PTA?

- Mom and/or dad
- Additional family members
- Students

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New York State
PTA
everychild.onevoice.®

JUST ASK

Who should Join your PTA?

WHO SHOULD JOIN YOUR PTA?

- Board of Education
- Community Members
- Local Politicians

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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

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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.

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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!

P•T•A

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.

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Thank you for attending this membership “zoominar”!

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



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JOIN TODAY



QUESTIONS



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