WELCOME TO THE MEMBERSHIP GAME

THE GUIDE YOU NEED THIS MEMBERSHIP YEAR TO HIT IT OUT OF THE PARK!

NEW YORK STATE PTA
MEMBERSHIP
JOIN TEAM PTA TODAY!
nyspta.org/join

#B9DDEE
NYS PTA M-TEAM STARTING LINE-UP

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REGION MEMBERSHIP CHAIR (RMC)
STARTING LINE-UP

Central Hudson - Allyson Metcalf - chrptarmc@gmail.com
Suffolk - Gabriela McQuillen - membership@suffolkpta.org
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Genesee Valley - Deepika Singh - membership@gvpta.org
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Taconic - Joanna Jusino - membership@taconicpta.org
WEPR - Jessica Buck - weprmembership@gmail.com
Western - Purnima Mohan (RD) - westernrd@nyspta.org
INCREASE AWARENESS OF YOUR PTA

- Create a PTA Facebook page if you don't already have one and prioritize social media engagement with your members
- Customize Posters or Lawn signs available at ShopPTA.com to use in the building or in the community to get people's attention
- Customize this flyer (Canva) (Word) by adding your PTA's programs, events and accomplishments to share with your school community or to post on your school or district's website
- Make sure your school community knows your membership goal by customizing the thermometer available in the Membership Toolkit
- Present about your PTA at a School Board meeting to increase visibility
Reach out to "everyone" on your Givebacks/MemberHub site including former members using Messages under Communication menu>View & Send Messages
Do you send a PTA monthly newsletter? Create a template in Givebacks/MemberHub and then just update each month (Communication menu>Create Newsletters)
Include PTA membership and program information regularly in your school's newsletter
Optimize your email campaigns for potential members, making sure nothing is abbreviated so anyone reading can jump right in and know how to participate
Send membership information more than once and in different languages, as needed. Did you know NYS PTA can translate your PTA flyers and forms into 80 languages? Email translation@nyspta.org for assistance!
Offer Zoom chats to engage your members online (Ask Me Anything Sessions - Office Hours, Tuesday Tips, Member Spotlight - greet new members)
The MEMO is sent monthly to all PTA Officers and Membership Chairs via Givebacks/MemberHub email.

We consistently update the task lists and provide up-to-date resources and information to help you "hit it out of the park" with your membership efforts!

MEMO archives
PROMOTE MEMBERSHIP IN FUN CREATIVE WAYS IN YOUR STORE TO HELP YOU GROW!

Create New Membership Items
- Family Packs (2 or more members)
- Membership + Donation to PTA
- Early Bird Membership + Small Gift

Create a Savings Bundle
- Membership + Discounted Spirit Wear
- Membership + Discounted Event Ticket

Things to Remember:
- Dues amounts must match your Bylaws
- "Standard" membership fee for individuals must remain an option
- Be creative when naming your items
- Add fun pics or logos
- Add custom fields if you need to collect information (ie. mailing address)
MEMBERSHIP STORE ITEM EXAMPLES

- **We Stand Beside You Membership**
  Membership for two adults and one student

- **STEM Gems- Diamond Membership Level**
  Standard membership plus a $30 donation to the PTA

- **Family Membership (3) people**
  Join the PTA as a family!

- **Gold Eagle 2 Regular Memberships**

- **Student Membership**
  Membership for Students in grades 6-12

- **Super Supporter Membership**
  This option includes an additional $15 donation to the PTA. Donations are used to support your child’s school.
MEMBERSHIP IDEAS

- Attend your region and state trainings and reach out for support.
- Create opportunities for parents to meet and make a connection (playground social, BBQ, or 1st day parent breakfasts, & meet and greet by grades).
- Have a membership table at open house that will attract parents to learn more.
- Celebrate the school staff by having staff breakfasts, appreciation days to encourage membership.
- Offer prizes to classes with the most membership.
- Hold membership drives throughout the school year.
- Create fun new Givebacks/MemberHub store items.
- Have someone responsible for posting on your social media pages and promoting membership.
- Incentivize Teacher/Staff Membership by offering member-only classroom grants
- Communicate often with your members via email.
- Have a speaker at each of your meetings to encourage attendance.
- Showcase your PTA Programs and Services that are provided to your school community.
MEMBERSHIP IDEAS CONTINUED

• Offer social times for families like a walking club after the morning student drop off.
• Assign spirited PTA cheerleaders to be at your membership table at all school events.
• Consider offering discounted events to PTA members.
• Have QR codes displayed with membership join links.
• Branding: create a PTA logo ([click for National PTA resources](#)) if you don't have one and use it on all materials & communications.
• Ask Alumni who move on to another school to join and support PTA with ongoing membership.
• Foster a great relationship with the principal, and ask for their help in promoting membership.
• Make sure your PTA is present at community events.
• For MS - Reach out to the elementary PTA to plan a "bridge the gap" event for the graduating class over the summer.
• For MS/HS- Make students a crucial part of your membership team.
• For HS- Hold a parent event with Alumni guests to talk about college.
• For HS- Market scholarship opportunities that depend on membership and involvement.
• **And please remember to continue to ask everyone to join and support your PTA!**
MEMBER BENEFITS & BUSINESS SPONSORS

Examples of member benefit cards with business discounts

Customize the Certificate in Canva or Word

Click here for Sample Guidelines to create Procedures to manage Business Sponsors
**Good Standing Requirements to Qualify:**
- At least 25 Members with Dues paid to State
- Insured with the AIM NYS PTA Insurance package
- Bylaws that are not expired
- 990 Filing is current and IRS Exemption not Revoked
- Officers updated for current school year in MemberHub
**AWARD FOCUS MONTHLY TIPS**

Scan the QR code or click here to access the Membership Awards page, where you will find detailed information on how to qualify and discover exciting incentives!

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**September - Early Bird Award (new lower percentage)**
Reach 50% of your Membership Goal
- Offer a Free gift with early membership using a bundle
- Include a link or QR code on all PTA materials to join
- Encourage members to bring a friend to PTA meetings, activities and events

**October - Trailblazer Award**
Reach 75% of your Membership Goal
- Coordinate PTA membership drives and events with important school events/activities
- Hold a Classroom competition with a fun prize

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**November - Super Teacher/Staff Award**
Reach 75% of # of School Employees (make sure # is entered on unit data page in MemberHub)
- Partner with Principal & decorate the doors of the teachers who join or present them with a "Thank You" certificate
- Host a Luncheon thanking Teachers & Staff
- Create a flyer sharing the value of the "T" in PTA and ask for their support

**September - January - Savvy Membership Award**
Reach 100% of your Membership Goal
- Use customizable Thermometer to promote your Goal
- Give a short PTA presentation at open house or back to school night

**January - Engagement+ Award (self nominated)**
Self- Nominated Award - Encourage whole families to join
- Utilize PTA Plus punch card - offer incentives to complete
- Ask the whole family to become members and offer opportunities for all
- Be accessible - vary the times and locations of meetings and events
- Ask community members to support PTA (ex. local business)

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Concentrate on the celebration of your volunteers
- Challenge all members to find ONE new member
- Promote the Founders Day Celebration Membership Drive Feb 10-17

March - Students Rock Award (new lower percentage)
Reach 20% Student Membership
- Include students in the decision-making—listen to their ideas, suggestions and needs
- Create a fun membership challenge on social media
- Inform all Seniors about PTA scholarships if available from the local, council, region and/or state PTA

April - Community Voices (self nominated)
Maintain Alumni Support/Increase Business Members
- Ask Alumni who move on to another school to continue to support your PTA
- Make sure your PTA is present at community events
- Seek out Business Sponsors and/or create a member benefits program with local business

Feb & May - All Stars
Earn 5 or more Membership Badges
- Establish a Goal to promote all of the Monthly Membership Challenges to earn as many as possible
- Rally the Community to help you reach your goals and celebrate your success with them

May - Good Apple Awards
Grow over last year by 100%, 50% or 25%
- Create a Stretch GOAL and don't forget about Alumni and Community Members
- Make sure everyone understands that only members are allowed to vote at PTA meetings and election of Officers - have their voice heard
FOUNDERS DAY CELEBRATION
MEMBERSHIP DRIVE

February 10 - 17, 2024

Goals:
- Celebrate PTA’s longstanding history and important work in your school and across NY
- Thank your current members and supporters
- Highlight the value of PTA in your community
- Encourage new members to sign up this week

What is Founders Day and how to celebrate? Click here for ideas in our FAQ document

Strategies:
- Incorporate Prize Giveaways
- Promote on Social Media and Like, Share and Comment on NYS PTA posts
- Encourage all your members to add their PLUS ONE and join in the fun
Membership is one of the most important jobs in your PTA. Our members are the life blood of our association, without whom we would cease to exist. We need our members’ strong voice to advocate and do good for the children and families of New York state.

For questions or anything else we can help you with, please email us at membership@nyspta.org

Renee Daniels, Membership Coordinator