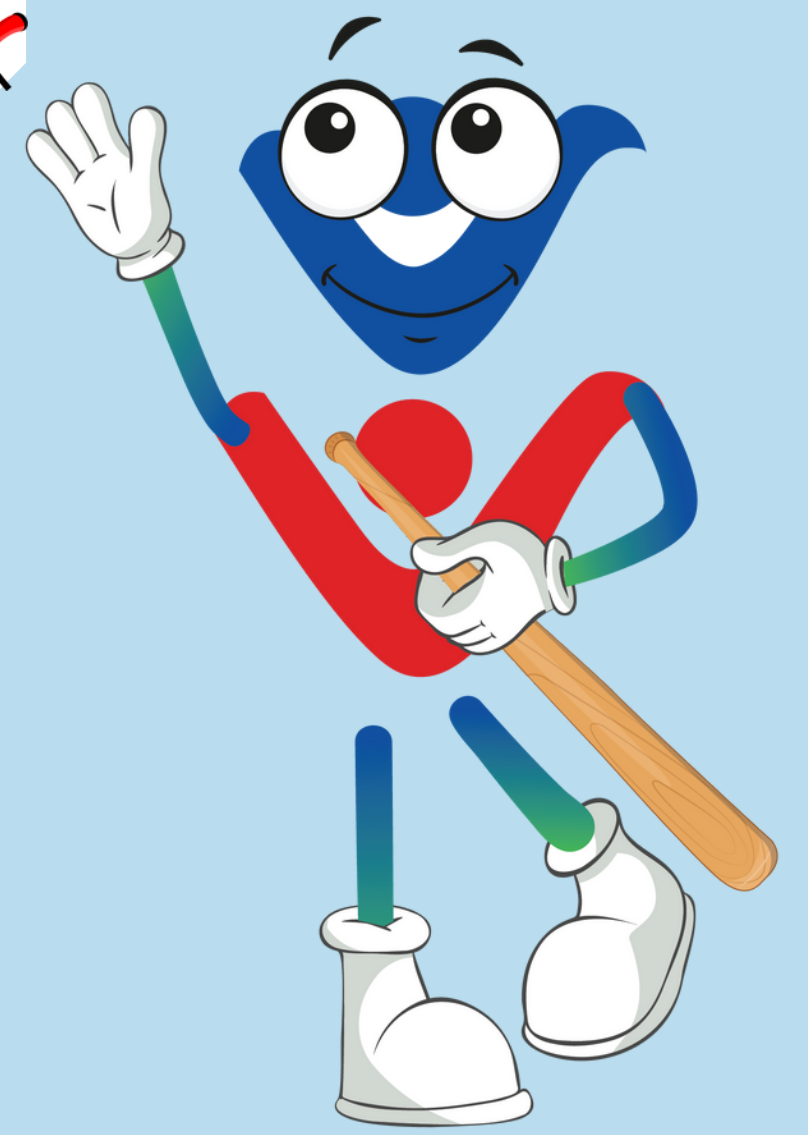


WELCOME TO THE MEMBERSHIP GAME

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



NYS PTA M-TEAM STARTING LINE-UP



Renee Daniels
Membership Coordinator
membership@nyspta.org



Kelly Short
Vice President (Designated Officer)
vpshort@nyspta.org

Kathleen Jenne
Marketing Specialist
marketing@nyspta.org



Sherry McKittrick
Membership Engagement Specialist
membershipengagement@nyspta.org



Caitlin Daley
Communications/Marketing (staff)
cdaley@nyspta.org

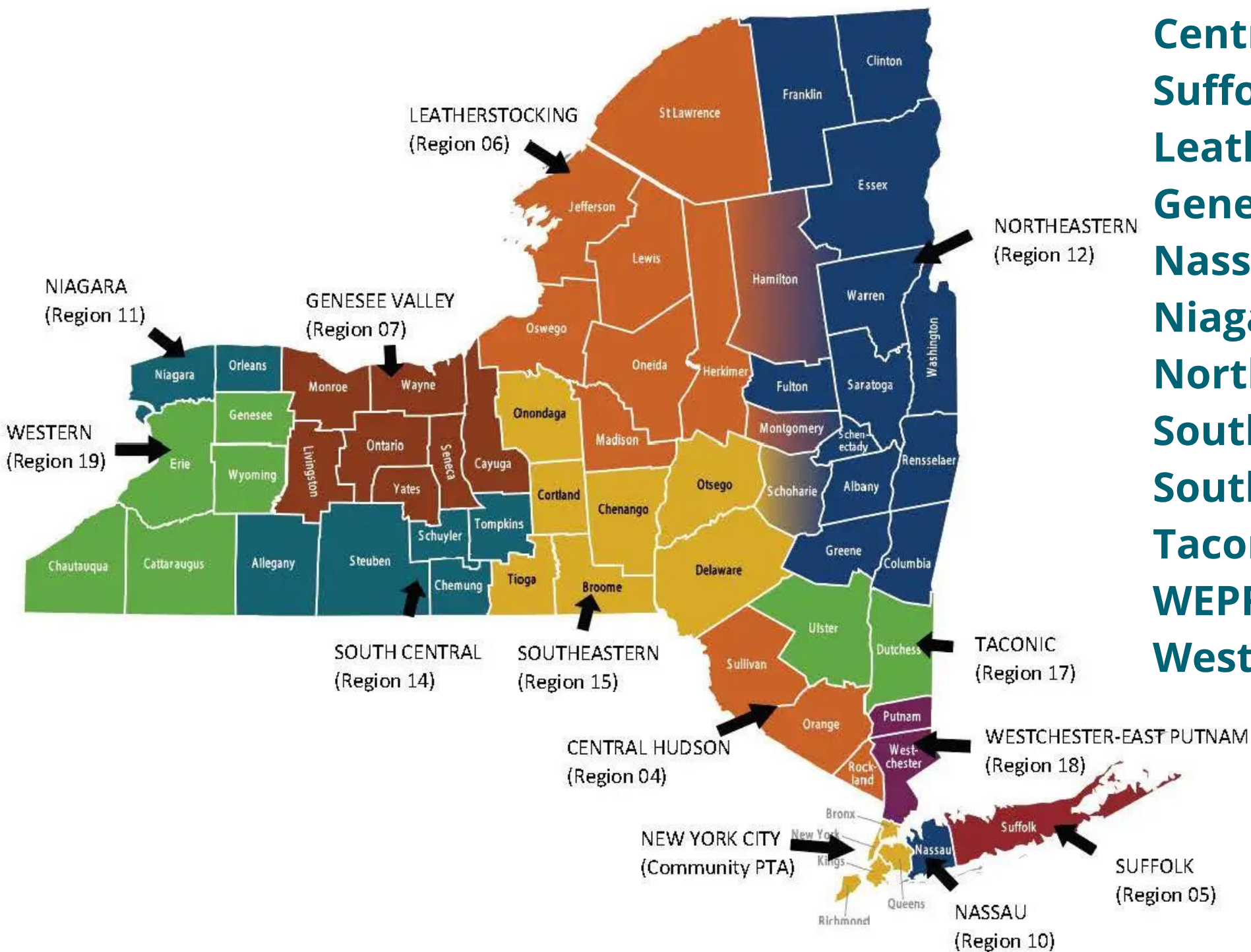


Dania Welch
Membership Manager (staff)
dwelch@nyspta.org



REGION MEMBERSHIP CHAIR (RMC)

STARTING LINE-UP



Central Hudson - Allyson Metcalf - chrptarmc@gmail.com
Suffolk - Gabriela McQuillen - membership@suffolkpta.org
Leatherstocking - Erin Murray - membership@lsrpta.org
Genesee Valley - Deepika Singh - membership@gvpta.org
Nassau - Racquelle Coeur - membership@nassaupta.org
Niagara - Evonne Ostrozinski (RD) - niagarard@nyspta.org
Northeastern - Geri Lehane - gerilehane@gmail.com
South Central - Deawn Hersini (RD) - southcentralrd@nyspta.org
Southeastern - Dani Lamoureux - serny.rmc@gmail.com
Taconic - Joanna Jusino - membership@taconicpta.org
WEPR - Jessica Buck - weprmembership@gmail.com
Western - Melissa Aggelis - melissaaggelispta@gmail.com



INCREASE AWARENESS OF YOUR PTA

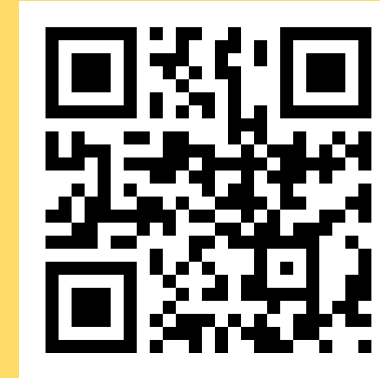
- Create a PTA Facebook page if you don't already have one and prioritize social media engagement with your members
- Customize Posters or Lawn signs available at [ShopPTA.com](https://www.shoppta.com) to use in the building or in the community to get people's attention
- Customize this flyer ([Canva](#)) ([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



FOLLOW NYS PTA ON SOCIAL



@NYSPTA



@NYSPTA



@new_york_state_pta



@NYSPTA



NYS PTA Leaders Group

<https://www.facebook.com/groups/nysptaleaders>



NYS PTA DEI Group

<https://www.facebook.com/groups/nysptadiversityandinclusion>



UTILIZE COMMUNICATION TOOLS

- 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)



MEMO (MEMBERSHIP MONTHLY) NEWSLETTER



MEMBERSHIP MONTHLY

Membership Toolkit

Awards at-a-Glance

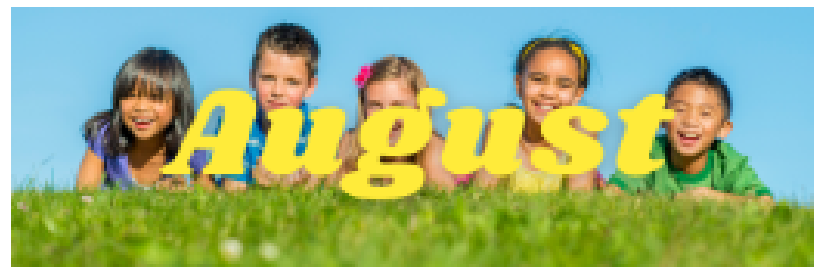
MemberHub Help



🔔 Membership is now open for the 2023-24 school year!

✅ Start your membership drive early by emailing "everyone" on your MemberHub site and asking them to join again!

🌟 Check out our list of **Membership Tips** below. Implement these now to bring new members into PTA who will become your future PTA leaders!



🐦 Make strides now to earn the Early Bird Award in September by reaching 50% of your Membership Goal.

🗣️ Share the value your PTA provides to students, families and teachers.

💰 **Pay Early Bird Award state dues before Sept 30** and make sure your unit is in good standing to qualify for all awards.

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



New York State Pride
PTSA
everychild.one voice.*

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



Gems of STEM
Diamond Level


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

FAMILY
MEMBERSHIP
FOR 3
PEOPLE



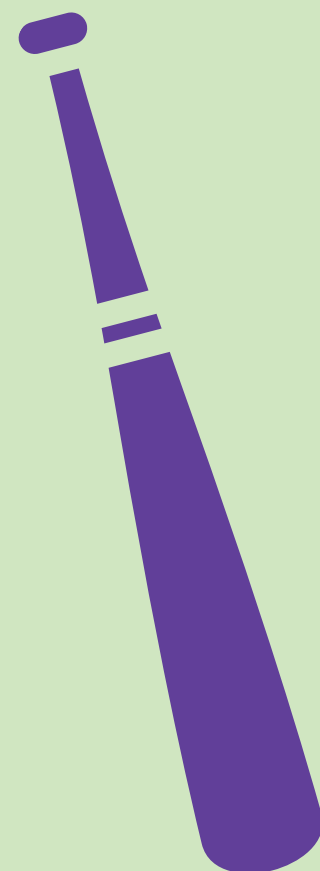
SACHEM EAST PTA
JOIN TODAY!

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



ONCE AN EAGLE
CE
ALWAYS AN EAGLE

Gold Eagle
2 Regular Memberships




Student
Membership



Shining Knights
PTSA
everychild.one voice.*

Student
Membership for Students in grades 6-12



HORSEMEN
PRIDE

Super Supporter Membership
This option includes an addition \$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!**



Give your members the gift of PTA discount cards while growing your business members

MEMBER BENEFITS & BUSINESS SPONSORS

Examples of member benefit cards with business discounts



Webster Central PTSA

Help us carry forward 60+ years of service:
Join Today!

Membership supports PTSA activities at your school + you get great discounts! (see back) Act now to be entered in upcoming prize drawings:

OCT 1

1-year family membership to the Rochester Museum & Science Center
A \$115 value!

NOV 1

Family Wellness Basket incl. grocery gift cards & cleaning supplies
A \$200 value!

DEC 1

1-year family membership to the Webster Aquatic Center
A \$420 value!

See member discounts on back. >
No volunteering required. Join in person, or on your phone at: websterptsa.org/JOIN



Your membership pays for itself in just a few visits to our discount partners!

BAYCREEK PADDLING CENTER
WC PTSA members get \$5 off rentals Monday - Friday

BUFFALO WILD WINGS
WC PTSA MEMBERS SAVE \$5 OFF \$25 PURCHASE
@ 1046 Ridge Rd location

Color Me Mine
Show your WC PTSA membership card for \$5 off \$35!
Discounts can't be combined.

COSTANZA SAUSAGE
WC PTSA members save 10%
3/1/21 - 9/30/21
800 Basket Road, Webster

DQ Grill & Chill
WC PTSA members: buy 1 Blizzard, get 1 for 99¢ every day!

HENDERSON Ford
WC PTSA members save \$10 on Quick Lane services!

J.s. Excel Flooring
Your Flooring Specialist 585-413-0785
WC PTSA members receive 20% off all in-stock flooring.

Sina Marie
20% off any full priced photography session
-Not valid on mini sessions.
-not valid with any other discount
TMProchester.com
facebook.com/TMProchester

Yummykity Frozen Dessert Zone
WC PTSA members save 10% every visit!



Insert your PTA or Region Logo Here



2023-2024 SPONSOR MEMBERSHIP
EXPIRES JUNE 30, 2024

this certificate is proudly presented to

BUSINESS NAME HERE

WE PROUDLY SUPPORT
PTA NAME HERE



Customize the Certificate in Canva or Word

Click here for Sample Guidelines to create Procedures to manage Business Sponsors

AWARDS-AT-A-GLANCE

2023-24

September

EARLY BIRD

October

TRAILBLAZER

November

SUPER TEACHER/STAFF

Sep – Jan

SAVVY MEMBERSHIP

January

ENGAGEMENT+

February

FOUNDERS DAY

March

STUDENTS ROCK

April

COMMUNITY VOICES

May

GOOD APPLE

ALL STARS

Feb & May

Earn 5 or More Membership Badges!



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!



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

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)
- 

February - Founders Day Award

Enter at least 10 new members

- 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



AWARD FOCUS MONTHLY TIPS


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

RESOURCES FROM NYS PTA WEBSITE

Membership Toolkit Graphics



Who Can Join PTA?



Youth Members



Membership Goal Thermometer



SEPTA Marketing



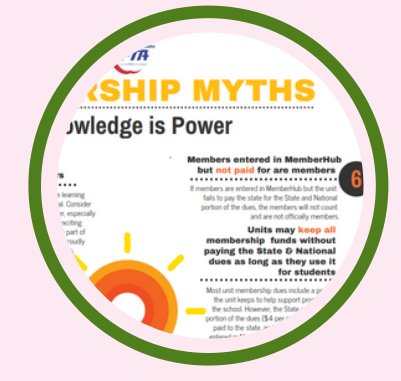
Male Engagement



Why PTA



PTA Anywhere



PTA Myths

Membership Pages & Links



Awards



Success Stories



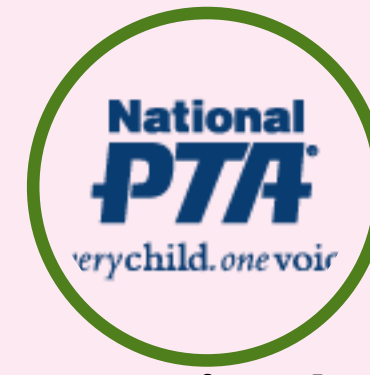
MEMO Archive



Virtual PTA



Givebacks/MemberHub Help



National PTA



Canva Help



Tiktok Tips

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