

MEMBERSHIP WORKSHOP

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PTA MISSION: "to make every child's potential a reality by engaging and empowering families and communities to advocate for all children"

PTA'S BASIC FUNCTION: to support, advocate for, and connect parents/caregivers and teachers/staff to ensure the PTA mission is fulfilled

Be part of the solution ~ improve your school and community

A STRONG PTA IS ...

- > welcoming and inclusive
- > visible (at school events, on school's website, in school office, in community, on social media)
- **active** (do good, then tell everyone about it, highlighting impact and value)

Membership Info & Resources: https://bcptacouncil.org/resources/membership/

National PTA's "PTA for Your Child" Membership Campaign Toolkit https://bcptacouncil.org/resources/membership/pta-membership toolkit-for your child/



WHAT IS PTA AND WHY DOES YOUR SCHOOL NEED ONE?

- ➤ 3 levels: members, volunteers, leaders; all invited, welcome to join/serve as their time allows
- > parent/caregiver-led (usually), parent/caregiver voice, advocacy and community-building first, fundraising second
 - o part of something bigger (AC for BCPS, hybrid school board, infrastructure advocacy, cellphone campaign)
- > school + PTA achieve more together!
 - o National PTA grants
 - o staff appreciation
 - o trusted core group of active parents, school volunteers
- > opportunity to:
 - o be connected with your child's school
 - o help your child and other children
 - o network with parents/caregivers and teachers/staff
 - o access great resources for parents and students
 - o speak up and suggest change, witness improvements thru advocacy, events, fundraising
 - o be good role model for your child, showing importance you place on them and their education
- > event ticket discounts for PTA members, National PTA discounts



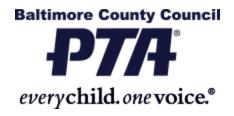
WHY CAN MEMBERSHIP BE SO DIFFICULT?

- ➤ how stay strong in time of decreased volunteering, decreased need for in-person interactions, increased economic stress, increased distractions?
- ➤ how carry out strong campaign with small board, possibly no Membership Committee Chair?
- ➤ differences at elementary, middle, high school levels

PTA BARRIERS (based on National PTA survey results)

- > No Explicit Ask to Join
- > Don't Understand Value of PTA
 - o leaders/members have difficulty explaining role of PTA in supporting education and curriculum needs, advocating for children, building school community
 - o some see PTA as social club/clique
- > Confusion About What PTA Membership Means
 - o many see as time-consuming with volunteering and attending meetings
- > Not Welcoming All Families
 - o many don't believe PTA is inclusive, welcoming, representative of community

YET people are interested once they understand the role of PTA!



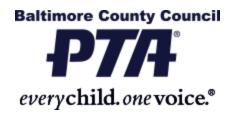
BEST WAYS TO STRENGTHEN YOUR PTA

- > offer opportunities to be, stay involved, meet volunteers where they are in terms of talents, time, and interests
- ➤ attract new members, retain existing ones welcome new families
- ➤ have your PTA reflect community it represents
- reach out to teachers, staff, students (if PTSA), community
- > principal's support is CRUCIAL!
- if potential volunteers reach out, contact them right away to find out their interests and invite them to participate
- > power of personal "ask," saying "thank you" and "we appreciate you," recognizing people's contributions
- ➤ be engaging to engage others; power of positivity; be responsive, listen, seek feedback; what are people's needs and interests?



BEST WAYS TO STRENGTHEN YOUR PTA (continued)

- increase activities, not meetings
- > well-run, respectful, productive, positive meetings in which people want to participate
- ➤ link event/meeting to student-based event that parents want to attend, include **FOOD**
- ➤ approved childcare at event (check insurance/BCPS guidelines)
- ➤ hybrid meetings if possible
- ➤ meetings in different places or at different times ASK to find out best times for parents/caregivers to meet



MEMBERSHIP AND DUES DETAILS

- ➤ members can be enrolled all year long ~ 2024-25 PTA Membership valid until 9/30/25
- > FSPTA doesn't distribute membership cards; print cards via Givebacks or using template on FSPTA website: PTA Card Template
- > FSPTA no longer issues invoices; units track membership numbers and pay dues monthly
- remit dues to FSPTA and NPTA on monthly basis (first payment due 10/31) using Givebacks or form on FSPTA's website: Free State PTA Membership Form
- > members pay dues to local unit at amount set by that unit
 - o each member's dues includes FSPTA portion (\$2/member/year) and NPTA portion (\$2.25/member/year); thus, each unit remits dues in amount of \$4.25/member
 - o dues high enough to cover FSPTA/NPTA portion, not too high to discourage membership
- > submit dues for at least 10 members by 3/31 to remain "in good standing" with FSPTA
- business membership (thank sponsors, don't endorse them)
- > direct donations in addition to membership BUT you can't skip the membership part!



MEMBERSHIP AND DUES DETAILS (continued)

- ➤ Membership drives at Back-to-School Night, other major school events
 - o "Event Package": PTA tablecloth, signs, sign-up sheet, membership form or Givebacks info, 1-pager about your unit
- ➤ Givebacks can increase membership by 34%! members discounts, cash back for unit
 - o easy-to-understand <u>sample membership form</u> in school office and on PTA website (not everyone is computer-savvy or has internet access or has credit card)
- ➤ **Givebacks Training** (schedule or watch recorded workshops): https://info.givebacks.com/workshops
 - o Collecting Membership Dues & Staying in Compliance: 30-minute session on entering cash/check members, setting up memberships in your store, paying your membership dues to your state PTA, and the basics of uploading your compliance documents
 - o **Managing Contacts, Newsletters & Messages:** Learn the difference between contacts and members, how to add contacts, contact management tips, and more

MEMBERSHIP VIDEOS: https://info.givebacks.com/videos



COMMUNICATIONS

- > keep members informed/motivated thru ongoing communications, reach out in different ways
- Newsletter, Flyers (be clear and concise; say it with less, but say it enough)
- ➤ Website make sure it's linked to school's website!
- > Social Media, Facebook (info-sharing page better, more open, take pics at events!)
- > Event/Volunteer Apps (Sign-up Genius, text/alert programs)
- ➤ Mid-year reminder to families/staff encouraging them to join
- ➤ List programs, events, wins remind everyone of how much PTA does to improve school
- > PTA Branding and Web Guidelines (PTA tagline: everychild.onevoice)
 - o create PTA logo for your unit to remain compliant and unify your look
 - o http://www.pta.org/about/content.cfm?ItemNumber=3097



DIVERSITY & INCLUSION

- ➤ all feel welcome, appreciated, respected, valued for their distinctive skills, experiences, and perspectives
- ➤ all have opportunity to fully participate in goals of PTA and are critical to PTA's success
- ➤ all community voices (including men) included; does your PTA mirror your school's demographics?
- > events that appeal to different people and create inclusive environment
- ➤ liaisons to bridge linguistic and cultural differences; materials in different languages, translators at meetings, translator network