

PTA Development Days

Membership

Workshop

Hosted by Peggy Mauer, Chair LAPTA Membership membershipchair@louisianapta.org

Why are we here? Why do you PTA?

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

PT/ V A L U E S

- □ Collaboration: We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.
- ☐ Commitment: We are dedicated to children's educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded.
- Respect: We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's qoals.
- □ Diversity: We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.
- Accountability: All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.

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LAPTA has a goal of 13,013 members for our 101st year in 2023-24.

We need the support of the Local PTA Units to help reach that goal!

To be eligible for awards and monthly challenges, all PTAs must have Active Affiliation status. The qualifying PTA units will receive recognition and automatically be entered into a monthly drawing for \$100!

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Monthly Membership Challenges

August

Early Bird Award
Submit 25 members by August 31 plus all Officers are registered
at LouisianaPTA.org/register.

September

Head Start Award
Jump start the PTA with 50% or more of the previous year's PTA
membership total by September 30.

October

Fall Into PTA Award Before you trick or treat, submit 31 new memberships by October 31.

November

Geaux PTA Award
File Active Affiliation Report and get more than 75% of previous
year's PTA membership by Nov. 30.

December

Lagniappe Award
Achieve 100% of previous year's membership and
completed Active Affiliation Packet by December 31

January

Welcome Back Award Keep up the momentum going with 10 new members by January 31.

February

Founders' Day Award
In honor of PTA Founders' Day on February 17th,
add 17 new members by February 28.

March

March Madness Award Make it a sweet sixteen by submitting dues for 16 new members by March 31.

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Invite everyone to join your PTA!

Membership is open to anyone who supports the PTA mission: moms, dads, grandparents, foster parents, extended family members, teachers, staff, students, community members, business leaders, public officials, etc.

Target outreach recruitment each month to a different group.

Make sure everyone on your PTA board joins!

Start as early as you can.

As soon as the in-coming officers are elected it's time to start working on your membership plan for the next school year.

Ask everyone who was a member last year to support your <u>PTA/PTSA</u> again this year, even if their child has moved on to another school. Send out periodic email or text renewal notices.

Ask your principal if you can have five minutes at the back-to-school staff meeting to share the value your PTA brings to your community and ask all staff to join PTA.

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Make joining as easy as possible.

Use an online membership platform and membership envelopes to make it quick and easy for everyone to join.

Check to see if your school website has a link to join your PTA. If you don't let your president know so they can work with the principal to make that addition.

Use a QR code that links to your online membership platform and put it everywhere!

Have it on signs at all your PTA and school events, on your social media, on any flyers that are sent home, on signs around the school or even on business cards for your board.

Use all communication channels—in-person ask, emails, texting, newsletters, flyers, banners, school marquis and social media like Facebook, Twitter, Instagram and TikTok. Provide a URL link, QR code or form to join your PTA in every communication.

Advertising membership opportunities within our local community:

Libraries Uniform Shops Neighboring grocery stores.

Ask local stores to place membership flyers containing QR codes or envelopes in their school supply section.

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Membership Mania

2023-2024 Membership Mania Registration is Open!

National PTA is excited to bring back <u>Membership Mania</u> for the 2023-24 school year. <u>Sign up today</u> to join us this school year to strengthen membership together and make every child's potential a reality!

Details:

Year-long initiative with free tools and resources, as well as fun activities and challenges. To help boost your membership participation.

Participate in **calls** with National PTA and other PTA leaders in your group for interactive discussions that will enable you to learn from, and grow with, other local leaders.

Several opportunities to win awesome prizes!

One element of creating your PTA value message

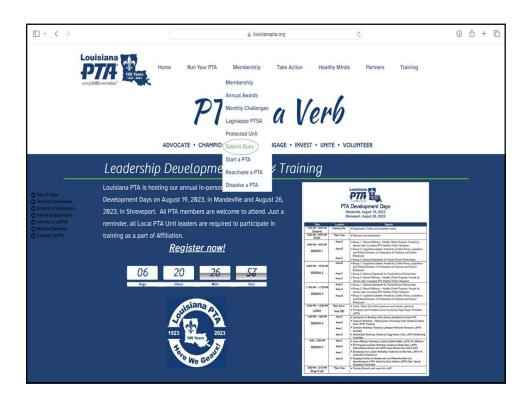
Design a year in review remind your school community why
PTA membership is so important.
Show them what their membership provided for and



Toot your own horn!









Submit dues monthly for the number of memberships received by the PTA. Dues are \$3.50 per member.

Each Local Unit must submit and report a minimum of 30 memberships to LAPTA per year. The exact number of memberships received from their members must be submitted.

It is important to properly account for all members. LAPTA forwards the National PTA dues portion of \$2.25 to National PTA and retains \$1.25.

Step 1: Submit Due:

For your Local PTA Unit's membership goal, email membershipchair@LouisianaPTA.org.

Download the Local Unit Member Report spreadsheet. Update the top section. The information needed for members is last name, first name, and email. Include only the new members you are submitting dues for.

Email file to Office@LouisianaPTA.org.

Download a free version of Microsoft Excel called Libre here.

Step 2: Email Member Roster

For your Local PTA Unit's membership goal, email membershipchair@LouisianaPTA.org.

Resources



Membership Tool Kit https://www.louisianapta.org/membership

National PTA 125 Ways to Increase Membership https://tinyurl.com/125ways

National PTA
One Voice
Tips to Grow Your PTA Membership
https://tinyurl.com/growyourpt

Peggy Mauer, Chair LAPTA Membership membershipchair@louisianapta.org







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Growing membership is a task that spans the entire year!



