



PTA Development Days

Membership

Workshop

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

1

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.**

2

PTA VALUES

- ❑ **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 goals.
- ❑ **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.

3
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We have 12,560 members

75 Local units.

**1 Statewide PTSA
Louisiana Lagniappe PTSA**

Each unit's goal is 5% increase of your individual membership from last year

4

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!

5



Monthly Membership Challenges

6

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.

7

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.

8

Annual Membership Awards

Super Grower Award

The one PTA with the greatest increase from the previous year.

Membership Marvel Award

Increase membership by at least 10% over the previous year.

Golden Apple Award

100% membership of teachers and administrators

Platinum One Voice for Every Child Award

Recruit members equal to 100% of student enrollment.

Gold One Voice for Every Child Award

Recruit members equal to 75% of student enrollment.

Silver One Voice for Every Child Award

Recruit members equal to 50% of student enrollment.

9

What are some challenges you've faced in growing your membership?



10

What are a few methods to overcome these challenges?



11

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!

12

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 PTA/PTSA 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.

13

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.

14

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.

15

Membership Mania

2023-2024 Membership Mania Registration is Open!

National PTA is excited to bring back **Membership Mania** for the 2023-24 school year. **Sign up today** 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!**

16

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
 supported



Toot your own horn!

NATIONAL PTA[®]
REFLECTIONS[®]

HOSTED/SUPPORTED 2022-2023 YEAR IN REVIEW

 RED RIBBON DRUG-FREE POSTER CONTEST	 BIN BINGO FAMILY BINGO NIGHT	 PBIS ROOT BEER FLOATS FOR STUDENTS	 HOLIDAY DESSERT BAR	 Fire Safety Poster Contest Louisiana PTA
 RESTAURANT SPIRIT NIGHTS	 HOLIDAY SHOP	 TEACHER & STAFF WELCOME BACK BREAKFAST	 BUS DRIVER APPRECIATION WEEK	 BEST TEACHER EVER! TEACHER & STAFF APPRECIATION WEEK
 FIELD DAY INFLATABLES RENTAL COST	 CONTRIBUTED TO GYM RISERS PURCHASE	 FIELD DAY SNOW BALLS	 HONEY HIVE	 END OF GRADE PERIOD GIFT CARDS FOR DRAWING

8

Are you ready to submit your membership to LAPTA?

100 Years 1923 - 2023

everychild.one voice.®

Membership

19

louisianapta.org

Home Run Your PTA Membership Take Action Healthy Minds Partners Training

Membership

Annual Awards

Monthly Challenges

Lagniappe PTSA

Protected Unit

ADVOCATE • CHAMPION • **Submit Dues** • ENGAGE • INVEST • UNITE • VOLUNTEER

Start a PTA

Reactivate a PTA

Dissolve a PTA

Leadership Development Days Training

Louisiana PTA is hosting our annual in-person Leadership Development Days on August 19, 2023, in Mandeville and August 26, 2023, in Shreveport. All PTA members are welcome to attend. Just a reminder, all Local PTA Unit leaders are required to participate in training as a part of Affiliation.

Register now!

06 Days 20 Hours 26 Mins 57 Secs

Louisiana PTA 100 Years Here We Grow!

Louisiana PTA Leadership Development Days
Mandeville, August 19, 2023
Shreveport, August 26, 2023

Day	Location	Session	Topic
8:00 AM - 8:30 AM	Shreveport, LA	Registration Center and breakfast session	
8:30 AM - 9:30 AM	Plan Area		• Welcome and Introduction
9:30 AM - 10:30 AM	Area A	SESSION 1	• Group 1: Mental Wellness - Healthy Mind Program. Hosted by Shreveport, Louisiana PTA Healthy Mind Champions
	Area B		• Group 2: Legislative Update. Hosted by Cynthia Ponce, Legislative and Political Director, LA Federation of Teachers and School Administrators
	Area C		• Group 3: National Standards for Family School Partnerships
10:30 AM - 11:30 AM	Area B	SESSION 2	• Group 1: Legislative Update. Hosted by Cynthia Ponce, Legislative and Political Director, LA Federation of Teachers and School Administrators
	Area C		• Group 2: National Standards for Family School Partnerships
	Area A		• Group 3: Mental Wellness - Healthy Mind Program. Hosted by Shreveport, Louisiana PTA Healthy Mind Champions
11:30 AM - 11:55 AM	Area A	SESSION 3	• Group 1: Mental Wellness - Healthy Mind Program. Hosted by Shreveport, Louisiana PTA Healthy Mind Champions
	Area B		• Group 2: Legislative Update. Hosted by Cynthia Ponce, Legislative and Political Director, LA Federation of Teachers and School Administrators
	Area C		• Lunch - (Open Area, Video Symposium and music performed)
12:00 PM - 12:30 PM	Plan Area / Lagniappe	Area TD	• Physical and Emotional Health. Hosted by Holly Pugh, President, LAPTA
1:00 PM - 1:15 PM	Area B	SESSION 4	• Introduction to Building a Healthy Culture. Equities & Inclusion. Hosted by Kellye LaPorte, President
	Area C		• Success Workshop. Hosted by Lorraine Robinson Thomas, LAPTA Member
	Area D		• Family Engagement. Hosted by Holly Pugh, President, LAPTA
2:00 - 2:30 PM	Area A	SESSION 5	• Family Engagement. Hosted by Holly Pugh, President, LAPTA
	Area B		• PTA Programs & Services Workshop. Hosted by Shereka Hays, LAPTA Administrative Director and LAPTA Area Director for 2022-2023
	Area C		• Supporting Your Local Unit. Hosted by Shereka Hays, LAPTA Administrative Director
3:00 PM - 3:15 PM	Plan Area		• Lunch - (Open Area, Video Symposium and music performed)
3:15 PM - 3:30 PM	Plan Area		• Closing Remarks and some fun stuff!

SUBMIT MEMBER DUES

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 Dues

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

21

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.

22

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/growyourpta>



Peggy Mauer, Chair LAPTA Membership
membershipchair@louisianapta.org



Growing membership is a task that spans the entire year!



Any Questions

<https://www.louisianapta.org/toolkits>

25

Louisiana PTA is in search of Leaders
to serve on the Board of Directors

Apply Here



SCAN ME

Email us at
president@louisianapta.org
if you are interested in learning more
about volunteering at the State level.



26