

# 2024–25 PTA Leader



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## Section 6: Membership

[LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

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## MEMBERSHIP INTRODUCTION

The PTA (Parent Teacher Association) plays a pivotal role in fostering connections among parents, educators, and school administrators, while also offering vital support for essential school initiatives. One of the primary objectives of the PTA is to shine a spotlight on its often unseen efforts, underscoring the profound value it brings to individual children. It emphasizes that membership can be as involved or as flexible as one's schedule permits. Exclusive privileges, such as the right to propose motions, engage in debates, and participate in PTA business decisions during General Membership Meetings, are reserved solely for members. Furthermore, PTAs may extend member-only perks, including access to directories, expedited entry at events, discounts on school supplies, and spirit wear, among others.

Membership stands as the cornerstone of the PTA, with the Membership Chair holding the responsibility for enlisting as many new members as possible. This role is undeniably one of the most crucial within the organization because, without members, the PTA's initiatives cannot come to fruition. Membership is open to anyone who aligns with the National PTA mission and purposes. Inclusivity is a core commitment of the PTA, striving to represent and aid all those involved in nurturing and educating children. The organization actively seeks to embrace a diverse range of cultures, races, ethnicities, and beliefs, as well as individuals from varying economic and educational backgrounds. PTA has three levels: the Local PTA Unit, Louisiana PTA at the state level, and National PTA at the national level. National PTA stands as the nation's largest and oldest nonprofit volunteer organization advocating for children's well-being. Its core mission revolves around enhancing the lives of all children and adolescents. Given the broad geographical, cultural, and economic diversity of its membership, the PTA holds immense potential to make a positive impact on every child.

This Membership Toolkit serves as a comprehensive guide for effectively communicating the value of PTA membership. It is designed to complement existing efforts to recruit new members by providing consistent messaging and graphics for use in emails, websites, and social media platforms. For graphics, resources, and documentation, visit [PTA.org](https://pta.org) and select "Membership Resources" from the "Run Your PTA" menu. LAPTA extends its heartfelt appreciation to Membership Chairs for their dedicated work on behalf of the PTA!

## PROCEDURE BINDER

Create a Procedure Binder for membership using the previous Membership Chair's binder or start a new one.

Tab 1: Include a summary of any accounts and passwords and the Board roster.

Tab 2: LAPTA Toolkit: Membership plus other relevant sections and the Bylaws

Tab 3: Membership Roster

Tab 4: Agendas & Minutes

Tab 5: Notes, flyers, email campaigns, etc.

Tab 6: Welcome Packet

Tab 7: Other

## GETTING STARTED

Whether there are more volunteers than can be managed or just a few dedicated people, a PTA can build a vibrant and robust membership. Growing membership is the most critical function in any PTA. Create quick and early momentum with these quick-start items!

1. Email all Board Members, teachers, and last year's members inviting them to re-join for the new year. Speak to the previous Membership Chair and ask for a copy of the previous year's roster.
2. Challenge each Executive Committee member to recruit five members.
3. Ask the principal to routinely promote the value of PTA to the faculty and promote the PTA on the school marquee and other campus advertising opportunities. Ask each school board member to join the PTA.
4. Create a PTA Welcome Packet to market the PTA to the families. Provide the school office with extra packets and Welcome Letters for new families.
5. Work with a committee to develop a plan to accomplish the membership goals and a theme for the year.
6. Take advantage of all the free resources at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).
7. Visit [PTA.org](https://PTA.org) under the Membership menu for lots of ideas and support documents.

## MEMBERSHIP CHAIR DUTIES

- Register online with LAPTA at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).
- Regularly submit dues and membership rosters at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Note that Local Units must purchase a minimum of 30 memberships from LAPTA per year but must submit the true number.
- Attend all Board meetings.
- Understand and share the value that a thriving membership brings to the school and community.
- Form a committee to help plan, recruit, and recognize members.
- Use National PTA's annual theme or develop a unique message.
- Invite every family and faculty member to join PTA.
- Provide repeated opportunities for people to join at every PTA event, on social media, and in all PTA communications.
- Distribute membership thank you notes with membership benefits listed at PTA.org to all members.
- Before each meeting, provide the Secretary and President with the most current membership roster.
- Frequently update the school families, local community, and businesses on progress toward the goal.
- Celebrate membership successes with the school and on social media.

## SUBMIT MEMBERSHIP DUES

When someone joins a Local PTA Unit, they also become a member of Louisiana PTA (LAPTA) and National PTA. Each unit must submit to LAPTA \$3.50 per member. From that, National PTA receives \$2.25 and LAPTA retains \$1.25. LAPTA has the responsibility of forwarding National PTA's portion. The Local Unit is obligated to remit dues for every person who joins their PTA. A unit's Active Affiliation could be in jeopardy if it does not submit dues for the actual number of members. This also puts their nonprofit status in jeopardy which would put them at risk of having to pay income tax to the IRS.

Membership in a PTA is required for the privilege of voting, holding office, and attending the LAPTA and National PTA Conventions as a voting delegate. All Board Members are required to submit membership dues to their Local PTA. See the Roster Sign-In Sheet at the end of this section to help track who still owes dues on the Board. Joining one PTA does not give voting privileges in another PTA. Membership is valid from date of issue through June 30 of each year. The Treasurer deposits checks and cash collected from the membership drive as soon as possible. Memberships dues shall be submitted monthly to LAPTA.

**STEP 1:** The first step to processing memberships is to go to [LouisianaPTA.org/submitdues](https://LouisianaPTA.org/submitdues). Click "PAYMENT LINK." Purchase the number of individual memberships sold by the PTA. The cost is \$3.50 each. The exact number of memberships sold to their members must be purchased. LAPTA forwards the \$2.25 dues to National PTA.

**STEP 2:** Download the spreadsheet "LAPTA Local PTA Membership Report" from [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). In the spreadsheet, enter the information in the top section and then last name, first name, and email for every member. After submitting dues, **email the Membership Report to [office@LouisianaPTA.org](mailto:office@LouisianaPTA.org)**. Repeat monthly.

# MEMBERSHIP CAMPAIGN THEME

Visit PTA.org and select Membership Resources under the “Run Your PTA” menu where you can find graphics, resources, and support documentation. While a PTA can choose their own annual membership theme, National PTA chooses a phrase to motivate and recruit new members and reinforce the value of PTA membership. The three membership themes are: PTA for Your Child, You Belong in PTA, and PTA is a Verb!



Louisiana PTA also has its annual theme which is **Join the PTA Adventure** and **Join the PTA Adventure!** The LAPTA graphic is available for Local PTA Units to use and customize to their own PTA name on Canva at [canva.com/design/DAF8QcdQrKU/WBJ93JIBEPyrHB2Ihimqcg/edit](https://canva.com/design/DAF8QcdQrKU/WBJ93JIBEPyrHB2Ihimqcg/edit) or email [Membership@LouisianaPTA.org](mailto:Membership@LouisianaPTA.org) to request a link to the Canva graphic.

This overarching message serves as the basis for all campaign messaging. The number one reason people did not join PTA was because no one asked them, so remember to always ask! PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that they are part of a powerful association and action plan that focuses on programs and initiatives that strengthen the child's education and the family-school partnership. PTA is an investment in the child. PTA supports the child's teachers and curriculum. PTA advocates on issues impacting the child and affects change at the local, state, and national levels. PTA builds a stronger, more diverse, and inclusive school community. There is no wrong way to PTA. All are invited to participate because we can do more together than apart.

How do you PTA? PTA is no longer a noun. It's a verb, an action plan working to support the success of all children! Members can give money by joining and donating, volunteer their time and effort, or help grow the PTA presence at all levels as an advocate for children's education. Create a dynamic Membership Welcome Packet at the start of school which can contain everything PTA for the upcoming year. Create a concise form for members to join PTA. Offer online options to join on a platform such as [CheddarUp.com](https://CheddarUp.com).

**Setting Goals:** LAPTA has a goal for each Local PTA Unit to grow from the previous year. For the current goal, email [Membership@LouisianaPTA.org](mailto:Membership@LouisianaPTA.org). Work with the committee to set recruitment goals to keep everyone focused and on track for success. How will people join? Some PTAs have online purchasing options on platforms such as CheddarUp.com, or they use traditional envelopes, Membership Packets, emails, social media, and more. Have sign-up tables at Open House or Meet the Teacher events. Continue to recruit throughout the year. Ask local businesses, extended family, local government, and community leaders. Make a good first impression to positively shape how members perceive PTA. This sets the tone to improve support, engagement, and membership renewal in the future.

**Best Practices on How to Ask:** When asked why they didn't join PTA, many people say, “Nobody ever asked me.” Whether completely accurate or not, it takes asking repeatedly before everyone actually hears and joins. The membership should reflect the whole community, so remember to ask everyone. Not everyone will come into the school, see the Facebook post, or find the invitation in their child's backpack, so remember to ask everywhere. People will need to see or hear the invitation multiple times before acting on it, so ask often.

## Top 10 Reasons People Join PTA by Rank:

1. Supporting my local school
2. Taking an interest in my child's education
3. Taking a general interest in education
4. Staying informed on local campus news
5. Connecting with teachers and administrators
6. Connecting with other parents and community leaders
7. Supporting LAPTA's efforts to advocate for children
8. Volunteering for a position in the local school
9. Having a say on how funds are spent at my school
10. Staying informed on state-wide educational news

For the most current campaigns, tools, learning videos, documentation, and more, go to [PTA.org/home/run-your-pta/membership-resources](https://PTA.org/home/run-your-pta/membership-resources). Download graphics from LAPTA at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).

When figuring out how to inspire people to join, look at the reasons people said they joined and what they value the most. The research can also help to be ready to answer the question, why should I join? More than 90% of members join because they believe it is a great way to support their child, the school, and the community.

- Join to support your child!
- Join to support our school!
- Join to support our community!
- Join so you can stay informed on what is going on at our school!
- Join to get better connected to our teachers and administrators!
- Join to meet other parents who value high-quality education!

One of the responsibilities of Membership Chairs is to celebrate successes. It is critically important to engage with members. When successful, shout it from the rooftops! People want to be a part of a successful group. Celebrating success accomplishes two goals: appreciating members and aiding recruitment. Sharing accomplishments also reminds members that their PTA is part of a larger association that does care about them. Encourage members to participate by creating volunteer opportunities and providing programs that will be of value. Members indicated the number one reason they join PTA is to support their school. Give them the opportunity to have influence by joining, participating, and volunteering. Once they get involved in smaller ways, they may be comfortable with and interested in taking on a bigger role.


## CREATE YOUR OWN PTA VALUE MESSAGE

When seeking PTA members, remember to always make an explicit ask to join. Clarify what PTA membership means and that it is different from volunteering. Remember that *everyone* belongs in PTA, and that *everyone* is interested once they understand the association's value and role. To create a custom PTA message, use the following three high-value areas for the different audiences the PTA wants to recruit. For each value, answer three questions and then combine it into a Value Message. Below are sample answers put together to create an impactful statement. See the complete details on creating custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://pta.org/how-to-create-your-own-pta-value-message.pdf). Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.

### Value Message 1: Our PTA Creates Connections

- 1) Why should I join the PTA? SAMPLE ANSWER: Your PTA membership can help you build a village to support your child and connect you locally and nationally to a network that supports all children.
- 2) Specifically, in what ways does the PTA Create Connections? ANSWER: Meet and have fun with new people and families with kids your child's age! Connect to important school and community resources.
- 3) How do those ways benefit me/my child? ANSWER: Access resources both inside and outside the school building, like [insert examples of things your PTA has done or intends to do.] You can also give examples from National PTA like the Guides to State Assessments, mental health resources from the Healthy Minds Program, or parenting news and tips from the *Notes from the Backpack* podcast.

*Customize the following graphic to fit your PTA message, name, and add your website and QR Code.*



**PTA**  
**Creates**  
**Connections**

It takes a village to raise a child and PTA is how you build that village.

**Our PTA**

You should join our PTA because your membership can help you build a village to support your child and connect you locally and to a nationwide network that supports all children. When you belong to our PTA, you'll connect to important school and community resources. Being a member of our PTA will help you access resources both inside and outside the school building, like mental health resources from Healthy Minds Program, or parenting news and tips from the Notes from the Backpack Podcast. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...



### Value Message 2: Our PTA Supports Your Child

- 1) Why should I join the PTA? ANSWER: Our PTA supports your child with education, health, & safety programs.
- 2) Specifically, how does the PTA support my child? ANSWER: Gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; etc.
- 3) How do those ways benefit me/my child? ANSWER: Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

Customize the following graphic to fit your PTA message, name, and add your website and QR Code.

**PTA Supports Your Child**

PTA gives you the tools you need to support your child's academic, social, and emotional growth.

**Our PTA**

You should join our PTA because PTA supports your child with education, health, and safety programs. When you belong to our PTA, you'll gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; and more! Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

### Value Message 3: Our PTA Amplifies Your Voice

- 1) Why should I join the PTA? ANSWER: PTA amplifies your voice through collective impact. We can do more together than we can apart!
- 2) How does the PTA support my child? A: Learn what you can do to positively impact students, families, and schools, as well as education programs and services. Enhance your knowledge and skills as an advocate.
- 3) How do those ways benefit me/my child? ANSWER: Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations.

Customize the following graphic to fit your PTA message, name, and add your website and QR Code.

**PTA Amplifies Your Voice**

As part of a National association, your PTA membership supports child advocacy efforts in our community, our state, and the nation.

**Our PTA**

You should join our PTA because PTA amplifies your voice through collective impact. We can do more together than we can apart! When you belong to PTA, learn what you can do to positively impact students, families, and schools, as well as education programs and services. PTA advocacy helps you, your child, and all children because our PTA Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

See the complete details on creating your own custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://www.pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.

# COLLECTING DUES ONLINE WITH CHEDDARUP

Use [CheddarUp.com](https://CheddarUp.com) to create an easy website to collect member dues. [CheddarUp.com](https://CheddarUp.com) is a site that allows a PTA to create a custom website to sell items, collect membership dues, upload documents, and include forms for information collecting. The account must be in the PTA's name under its EIN. CheddarUp also requires a personal Social Security Number to open an account, which must come from an authorized bank signer. This should be changed for future Boards. CheddarUp has spreadsheet reports that show detailed information on collections. All deposit transfers from CheddarUp must occur at least monthly directly into the PTA bank account and with a completed summary Deposit Form. The spreadsheet reports are compatible with Microsoft Excel or Libre Office which is free ([libreoffice.com](https://libreoffice.com)).

## MONTHLY MEMBERSHIP CHALLENGES

LAPTA has a goal of 11,000 members for our 102<sup>nd</sup> year in 2024–25 and we need the support of the Local PTA Units to help reach that goal! To be eligible for awards, all PTAs must have Active Affiliation status. A PTA can strategically submit dues to qualify for more awards. The qualifying PTA units will receive recognition and automatically be entered into a **monthly drawing for \$100!**

### **August Welcome Back, Yall Award**

Submit 25 members by August 31 plus all officers are registered at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).

### **December wONederland Award**

Achieve 100% of previous year's membership by December 31.

### **September Jazz Award**

Jazz up the PTA with 50% or more of the previous year's PTA membership total by September 30.

### **January 2025 Kick Off Award**

Kick off the new year by submitting dues for 25 new members by January 31.

### **October Swamp Monster Award**

Don't let the Rougarou get you before submitting 31 New members by October 31.

### **February Happy Birthday, PTA Award**

Celebrate National PTA's birthday on February 17 by adding 17 new members by February 28.

### **November Harvest Award**

Harvest 50 new members and file Active Affiliation Report with LAPTA by November 30.

### **March Krewe of Membership Award**

Throw us a dozen new members by March 31.

## ANNUAL MEMBERSHIP AWARDS

LAPTA has a goal of 11,000 members for our 102<sup>nd</sup> year in 2024–25 and we need our Local PTA Units to help reach that goal! Qualification for awards is done without application. LAPTA uses the information on the top of the Excel Local PTA Unit Membership Report emailed to [office@LouisianaPTA.org](mailto:office@LouisianaPTA.org) by March 31. Active Affiliation is required. The annual membership awards are announced in April.

### **Challenge Champ Award**

Earn five or more Monthly Membership Challenges

### **Golden Apple Award**

100% membership of teachers and administrators

### **Membership Matters Award**

Increase membership by 10% over the previous year

### **Golden Magnolia Award**

Membership of at least 100% of student enrollment

### **All Star PTA Award**

Reach the LAPTA membership goal at least three consecutive years.

# MEMBERSHIP CALENDAR

## July

- Make plans to attend August leadership training with LAPTA.
- Meet with outgoing membership chair and new President and set goals for the new year.
- Develop a membership campaign and theme. Enlist the help of membership committee, Board Members and school principals to ensure a successful year. Consult the theme chosen by National PTA.
- Make plans to attend all Board meetings.
- Ensure that funds are in the budget for membership promotion posters, awards, prizes, and flyers.
- Have your plan of work approved by the Executive Committee.
- Prepare necessary materials for membership enrollment such as Welcome Packet (with President), envelopes, current dues report, current roster, and current awards form.
- Review all LAPTA awards and make appropriate plans for eligibility.
- Solicit businesses for memberships or sponsorships.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## August

- Target the school faculty to join PTA before school starts. Give the faculty a summary of what PTA plans to do for them during the year and why they should join and support PTA.
- Attend LAPTA leadership training.
- Implement the membership enrollment campaign.
- Make sure every Board Member joins PTA. They **must** be a member to be on the Board of Directors.
- Publicize! Use all media, such as email, Facebook, Instagram, Twitter, newspapers, billboards, radio, and TV.
- With the principal's approval, publicize the membership campaign by displaying posters in halls.
- Have the campaign materials ready for the first day of school and for registration.
- Secure lists of teachers and classroom counts from school secretary.
- Have enrollment tables for the first event that parents attend. Have plenty of change on hand.
- Use posters and artwork to display membership campaign progress.
- Keep a membership roster using the Excel spreadsheet at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).
- Send the treasurer all dues money as soon as it is received.
- August Early Bird Challenge:** Submit 25 members plus Officer Data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).

## September

- Get support from local officials such as the mayor, judges, or superintendents to join the PTA.
- Solicit support of faculty and room reps to keep the momentum going.
- Continue to publicize membership in PTA.
- Update membership on progress towards goals.
- Review eligibility for membership awards.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- September Head Start Challenge:** Jump start the PTA with 50% of the previous year's PTA membership.

## October

- Work with program chairman and plan to have a parent education program to reach more members.
- Put articles in PTA, school, or community newsletters.
- Enroll parents, students, staff, bus drivers, grandparents, school board, community leaders, businesses, etc.
- Continue to publicize PTA and update members on progress.
- Give the school office extra Welcome Packets to give to new students when they enroll in school.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- October Fall Into PTA Challenge:** Before you trick or treat, submit 31 new memberships



## November

- Continue to make personal contacts with parents and teachers who have not joined.
- Inform Local PTA Unit of progress toward goals.
- Set up a membership table at all PTA meetings and activities.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- November Geaux PTA Challenge:** Achieve 75% of the previous year's membership.

## December

- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- December Lagniappe Challenge:** Achieve 100% of the previous year's membership.
- Relax and enjoy the holidays.

## January

- Kick off a new campaign.
- Continue to recruit new members and try to reinstate dropout members.
- Evaluate progress and plan any new approaches.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- January Welcome Back Challenge:** Keep up the momentum with 10 new members by January 31

## February

- Celebrate National PTA's birthday on February 17 which started in 1897.
- Invite new families to join. Continue to recruit members.
- Honor someone from your school with honorary National PTA Lifetime Membership.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- February Founders' Day Challenge:** In honor of PTA Founders on February 17, add 17 new members.

## March

- Remind the Treasurer to submit final membership dues by April 1 to qualify for state awards.
- Begin preparing Procedure Binder for the next chairman.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- March Madness Challenge:** Make it a sweet sixteen by submitting dues for 16 new members by March 31.

## April

- April 1 is the deadline for Annual Membership Awards.**
- Attend the Annual LAPTA State Meeting to receive Membership Awards.**
- Evaluate the year's progress, make written recommendations for next year, and finish the procedure binder.
- Work with incoming chairman to plan recruiting ideas for pre-registration events.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## May

- Celebrate your success. Breathe a sigh of relief and let go graciously. Thank you for a great job!
- Pass the procedure book and other records to the new Membership Chair.
- Send a final thank you to your members.
- Ask them to join PTA for the next year. Include a link that allows the purchase of dues for the following year. Dues may be submitted at the end of a year to apply to the following year.
- Submit dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## June

- Form the new membership committee for next year. Work on a new membership theme and graphics.
- Work on a new Membership Welcome Packet with the Executive Committee.
- Submit the final accurate count of member dues for the year at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).

## HASHTAG AND EMAIL SIGNATURE

Use the *PTA For Your Child* hashtag in membership recruitment on social media to engage followers. Encourage members of the Executive Committee and PTA members to use the campaign hashtags in their own membership-related posts. #PTAForYourChild, #HowDoYouPTA



PTA For Your Child

Insert the following *PTA For Your Child* email signature into emails sent on behalf of the PTA. Hyperlink image to PTA registration page.

[NAME], [PTA LEADERSHIP POSITION]

[PTA NAME]

[PHONE NUMBER], [EMAIL ADDRESS]

How Do You PTA? PTA For All Children!

## SAMPLE “MEMBERSHIP ASK” EMAIL

SUBJECT: PTA For Your Child!

Hello! It's time for another exciting school year to start and an important part of Madison High School is our PTA (Parent teacher Association.) MHS PTA supports critical academic needs, is an active voice on decisions that impact your child's health, safety, and quality of education, and builds a stronger, more inclusive school community. We invite you to join and *PTA For Your Child* because increasing our membership, even by one, makes it possible to do: [List programs and events]

There is no right or wrong way to be involved. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. It only takes 5 minutes at PTA.CheddarUp.com.



Sincerely,

Beth Cleveland, Membership Chair

MHSPTA.membership@gmail.com

(555) 555-5555

#PTAForYourChild

How Do You PTA? PTA For All Children!

## CUSTOMIZE THE PTA LOGO

PTA established guidelines for the proper use of the PTA name, logos, and tagline (*every child.one voice*). When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from other organizations. The success of the PTA brand identity depends on all PTAs' adherence to the guidelines. PTA.org provides a uniform, effective system for PTAs to maintain a consistent, visual style and brand identity for all PTA-produced materials. Visit [Canva.com here](https://www.canva.com) and download your customized PTA or PTSA logo.

Just as a Chick-fil-A franchise wouldn't change the logo of the company for its location, Local PTA Units may not change the PTA logo. It is a registered trademark. **The PTA Blue is Pantone 541c, or hex code #1A3E6F, or RGB (26, 62, 111). Only PTA Blue, black, or white may be used. The font is Arial Black.** The Registered Trademark symbol must follow "PTA" and the tagline "*every child.one voice.*"



# SAMPLE "MEMBERSHIP ASK" FLYER

## Springfield Elementary PTA Membership Sign-Up

As we start another exciting school year, an important part of Springfield Elementary is our PTA. We invite you to join and *PTA For Your Child* because increasing our membership, even by one, makes it possible to have:

Mental Health Speaker	Campus Beautification	Staff Appreciation Lunches
\$25 Teacher Mini-Grants	Skipper Scholar Breakfast	Breakfast of Champions

There are many ways to PTA. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. Members of Springfield Elementary PTA are also members of **National PTA** and **Louisiana PTA**! For member benefits, see PTA.org and LouisianaPTA.org. This form and dues may be submitted online at [SpringfieldPTA.CheeddarUp.com](http://SpringfieldPTA.CheeddarUp.com).

### PTA MEMBERSHIP

Student Name: _____	Homeroom Teacher: _____
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
For Business Memberships, Business Name: _____	
Email: _____	Phone: _____
Address: _____	

\$ \_\_\_\_\_

*Cash or check to SES PTA, or credit cards at [SpringfieldPTA.CheeddarUp.com](http://SpringfieldPTA.CheeddarUp.com).*

### I'D LIKE TO VOLUNTEER FOR

<input type="checkbox"/> General Volunteer	<input type="checkbox"/> Cultural Arts	<input type="checkbox"/> Student Care/Mental Health Program
<input type="checkbox"/> Spirit Wear Shop	<input type="checkbox"/> Compass Weekly E-Flyer	<input type="checkbox"/> Springfield Scoop Newsletter
<input type="checkbox"/> Office Volunteer	<input type="checkbox"/> Hospitality	<input type="checkbox"/> Mental Health Committee
<input type="checkbox"/> Breakfast of Champions	<input type="checkbox"/> Library	<input type="checkbox"/> Parliamentarian
<input type="checkbox"/> Skipper Scholar Breakfast	<input type="checkbox"/> Membership	<input type="checkbox"/> Talent Show

_____ Name	_____ Phone	_____ Email
_____ Name	_____ Phone	_____ Email

This form and dues may be submitted online at [SpringfieldPTA.CheeddarUp.com](http://SpringfieldPTA.CheeddarUp.com). If you send in the paper form and payment, return to homeroom teacher.

# SAMPLE THANK YOU EMAIL AND NOTE

SUBJECT: PTA For Your Child Thank you!

Thank you and congratulations! You are now a member of SES PTA, Louisiana PTA, and the National PTA. Check out [SpringfieldPTA.CheeddarUp.com](http://SpringfieldPTA.CheeddarUp.com), [PTA.org](http://PTA.org), and [LouisianaPTA.org](http://LouisianaPTA.org) for member benefits. Because of you, MHS PTSA will be able to support essential educational and curriculum needs, advocate on behalf of your child at the local, state, and national level, and build an inclusive school community for all families. Your PTA dues directly support Three-in-a-row Honor Roll Picnic, PBIS Buck Stop, Teacher Appreciation Luncheons, Library Literacy Program.

To stay informed, follow us on Facebook @SpringfieldPTA and join us on September 12 for our next PTA meeting.

There is no wrong or right way to be involved. Anything you can give, whether it's time or money, is an investment in your child. How will you PTA?



Beth Cleveland, SES PTA Membership Chair  
SESPTA.membership@gmail.com  
(555) 555-5555  
#PTAForYourChild  
How Do You PTA? PTA For All Children!

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## SES PTA Membership Thank you!

\_\_\_\_\_  
Student/Member Name

\_\_\_\_\_  
Teacher

\_\_\_\_\_  
Grade

Congratulations! You are now a member of MHS PTSA, Louisiana PTA, and the National PTA. Check out [SpringfieldPTA.CheeddarUp.com](http://SpringfieldPTA.CheeddarUp.com), [PTA.org](http://PTA.org) and [LouisianaPTA.org](http://LouisianaPTA.org) for member benefits. Because of you, SES PTA will be able to support essential educational and curriculum needs, advocate on behalf of your child at the local, state, and national level, and build an inclusive school community for all families. Your PTSA dues directly support Three-in-a-row Honor Roll Picnic, PBIS Buck Stop, Teacher Appreciation Luncheons, Library Literacy Program.

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Beth Cleveland, Membership  
SESPTA.membership@gmail.com (555) 555-5555 #PTAForYourChild

*Include the Membership Card image posted at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership).*