

Membership is the heart of PTA. Along with the entire board, the president and the membership chairman are partners in guiding and directing the membership committee in a successful membership campaign.

The membership committee should meet before the beginning of the school year to establish the membership goals; design the membership and outreach promotion; and plan yearlong duties and activities. The membership plan must be approved by the executive board.

Each member of the membership committee has a vital role to play in the ongoing membership promotion and must always be included and involved in all aspects of the committee's goals, duties and responsibilities.

Each PTA membership chairman should keep a list of their current members. A copy of the membership list shall be kept on file with the president, secretary, treasurer and membership chairman.

Consult your California State PTA Toolkit and National PTA Annual Resources for PTAs for additional information on how to be an effective membership chairman, responsibilities of the membership chairman, how to conduct productive committee meetings, membership committee goals, and sample objectives for membership development.

The PTA district, council and unit membership chairmen are elected or appointed members who are selected on their respective executive boards.

CREATE YOUR MEMBERSHIP DEVELOPMENT CALENDAR

The following guidelines are meant to help membership chairmen develop and implement effective membership campaigns. The council membership chairman should be familiar with the unit and district membership chairman responsibilities.

Obtain procedure book from previous membership chairman. (Procedure Books 2.3.4, 84)

Meet with PTA/PTSA president and membership committee: membership chairman, treasurer, room representative coordinator, publicity and hospitality chairmen, school administrator, teacher and student (PTSA).

Study last year's membership committee plan results. Set goals. Prepare a budget.

Adopt a membership theme.

Create a membership calendar. September/October are designated as PTA membership enrollment months.

Plan a membership promotion campaign.

Present year-long membership plan to the executive board for approval.

Service new units and councils. Strengthen PTAs and PTSAs. Contact your PTA district or council for current membership information and PTA materials. Refer to www.capta.org.

Attend PTA workshops designed to train and assist membership chairmen.

Contact the PTA district or council to determine that cost of membership envelopes. Order envelopes. Membership cards are provided at no cost by councils or PTA districts. Contact PTA district or council for per capita dues financial deadlines.

Implementing the Membership Campaign

- Announce the membership theme.
- Use mail or e-mail when appropriate. If using e-mail, make sure the message is delivered to everyone.
- Send invitation letters and the membership envelopes home with all students for family members to join PTA/PTSA. Translate invitations as needed. Provide some extras for diverse families' needs. (Sample Letter, Fig. 3-1, 77)
- Encourage the return of all membership envelopes, full or empty, by recognizing all students for their efforts.
- Send invitation letters to teachers, administrators, school board members, community members, and other friends of PTA including past PTA presidents.
- Create and display membership posters. Promote the theme throughout programs and activities.
- Have two board members, not related by blood or marriage, count all dues and forward all money promptly to the treasurer.
- Provide information about PTA's purpose and activities. Use as many methods of communication as possible.
- Submit articles to PTA school newsletter, Web site and local newspaper(s).
- Send public service announcements to local TV and radio stations.
- Post flyers on bulletin boards.
- Translate articles into other languages if needed.
- Set up a PTA membership and information table at school registration.
- At Open House, Back-to-School and PTA meetings welcome everyone and encourage involvement.
- Include a membership letter in the new school year first day packet.

ONGOING ACTIVITIES

Fill in the membership cards with the PTA name, the National PTA Unit ID number, (available from the district PTA), the member's name, the date issued and the annual expiration date, October 31. Members should receive their cards promptly and be encouraged to sign the card immediately.

Members should receive their cards promptly and be encouraged to sign the card immediately. Remember – one member, one card, one dues payment not Mr. & Mrs.!

Retain and alphabetize membership envelopes.

Keep a record of all members. Update the membership list as new members are enrolled. Provide copies to the unit president, secretary and treasurer. Retain a copy for the membership procedure book.

Create a Welcome Packet to distribute to new families throughout the year. Include an invitation to join PTA, meeting dates and description of PTA programs and projects. (Creating a Welcome Packet, 3.4.2, 76)

Remind treasurer to forward membership per capita dues to the PTA district or council every month. Reach out to those who have not yet joined PTA by making a personal contact.

Request additional membership cards from the PTA district or council as needed.

Submit articles to the PTA or school newsletter and Web sites. Remember to make membership a year-long activity.

Provide membership update at each PTA board meeting.

Plan to qualify for State membership awards. (Membership Awards 3.7, 94) Make the membership list available to the nominating committee.

Share your innovative strategies for outreach and recruitment by applying for the "MY PTA/PTSA" Awards Program which includes categories for: Membership creativity; Your outreach; Parent involvement; teacher, administrators and staff; Student involvement; and Allied agencies and community involvement. (MY PTA/PTSA" Awards Program 7.6.2, 272)

The number of members is the basis for the number of voting delegates allowed for a unit at the California State PTA Convention.

Respect the privacy of PTA members by not making the membership list available to any organization other than PTA.

Review and update the records of membership activities.

End of Term

Bring the membership procedure book up to date for the incoming membership chairman.

Evaluate the year's program and make written recommendations for the coming school year.

Provide a final membership list to the unit president, secretary and treasurer. Retain a copy for the membership procedure book.

Make sure that all membership enrollment records are in order, accurate and balance with the treasurer's records.

Turn over all membership materials and procedure books to next year's membership chairman or president. These records should include an accurate financial accounting of dues sent to the PTA district or council; an outline of the year's activities; a copy of the membership list; a roster of the membership committee complete with addresses and phone numbers; a copy of the evaluation with recommendations; and any membership resources.

SPECIAL CONSIDERATIONS FOR YEAR-ROUND SCHOOLS

PTA/PTSAs in year-round schools should consider the following when developing their membership procedures and calendars.

- Appoint volunteers to the membership committee that represent all tracks at your school.
- Assign members of the committee to oversee and support the membership campaign for each track.
- Review the membership budget. Additional funds may be required.
- Schedule the membership enrollment period to overlap a "track-on" and "track-off" period. For some schools this will provide all tracks an opportunity to participate within a two-to-four week period.
- Begin the membership campaign with an event all tracks are able to attend. Some year-round education schedules allow for all tracks to be in attendance at school on the same day, or schedule a weekend activity.
- Include a membership letter and envelope in the new school year first day packet. (Sample Letters 3.1, 77)
- Set up a PTA information and membership table near the school entrance on the first in-track day of each track.
- Extend membership campaign to allow sufficient time for parents from all tracks to join. Remember, membership is a year-long activity.
- Communicate with families that are "off-track" during the membership enrollment period to keep them informed about membership activities and encourage them to join PTA.
- Consider ordering membership envelopes a year in advance. Color-code the membership envelopes to identify the different tracks.
- Evaluate your membership campaign when the enrollment period is finished. You may want to compare your campaign

with other schools in your district that are also on a year-round education schedule to see new ideas and input.

- Designate the membership enrollment month according to the PTA's needs. Remember to meet all deadlines for membership remittance.

DUES COLLECTION

Contact the school principal to establish the process for the daily collection of membership envelopes without taking away valuable classroom time.

Check into school procedures regarding specific distribution and collection of school materials. Develop a process acceptable to school staff for collection of membership envelopes. For example, membership envelopes can be sent to the office along with routine school paperwork.

Collect membership envelopes promptly each day. The staff should not be responsible for this money.

- The membership chairman and at least one other PTA board member (not related by blood or marriage) should count the money received each day in the returned membership envelopes.
- Use the Cash Verification Form to forward all dues immediately to the treasurer. (Toolkit, Cash Verification Form, Forms 351)

| AWARD DEADLINES | COUNCIL | PTA DISTRICT | STATE |
|----------------------------|----------------|---------------------|------------------------------|
| Early Bird | _____ | _____ | November 1 (postmarked) |
| Chairman's Club | _____ | _____ | November 15 (postmarked) |
| MY PTA/PTSA Award | _____ | _____ | February 1 (in state office) |
| Membership Challenge Award | _____ | _____ | March 15 (postmarked) |

See the *Toolkit* for additional information and details.

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