

MEMBERSHIP

Basic PTA facts about membership
– resources for our leaders,
membership cards, membership
drives and awards.

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PTA[®]

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BASIC FACTS AND RESOURCES



Membership Facts

- **Everyone in your school community can join (students in secondary schools too!).**
- **Your general membership determines the cost of the membership dues for your PTA.**
- **Your PTA pays \$3.75 per member to PTA - \$1.50 to Virginia State PTA and \$2.25 to National PTA. (dues form is on our home page)**
- **Benefits = advocacy, network of people to support your children and volunteers**

Our Membership Toolkit

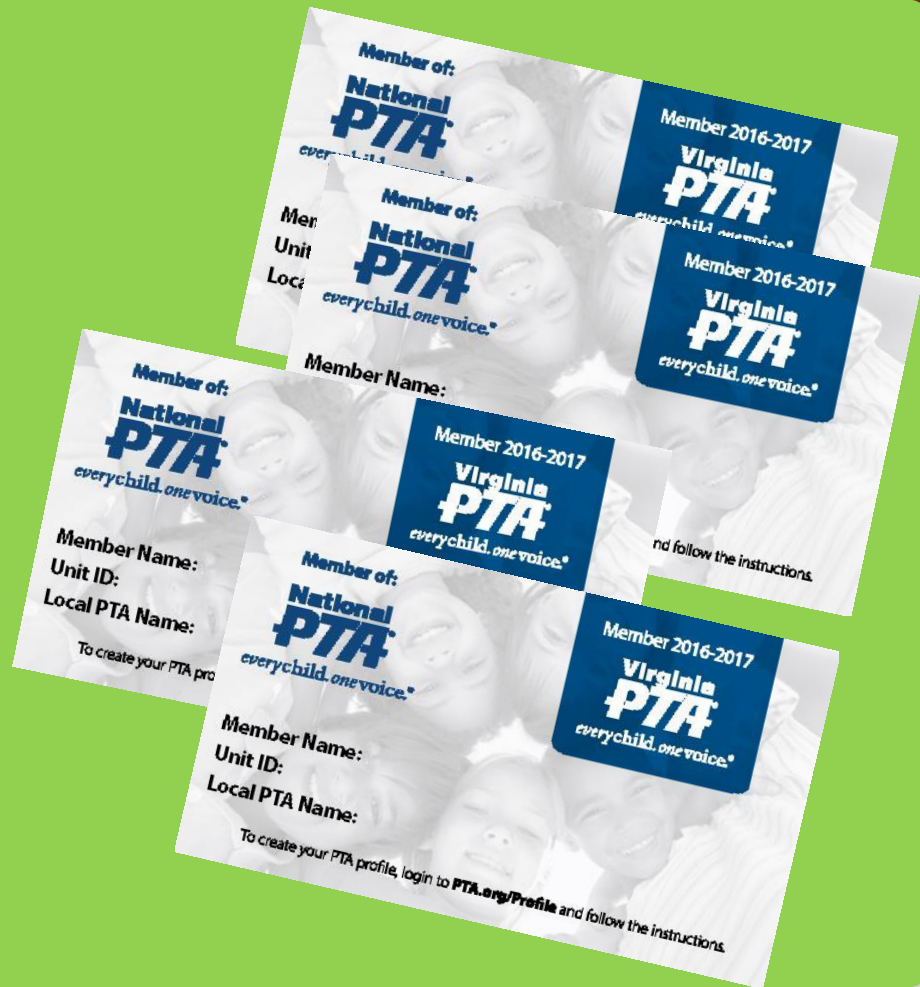
- Available on www.vapta.org under “PTA Leaders” and “Membership”
- Membership Chair should have a copy – and share the highlights with your Board
- Includes how to get started with a Membership Drive, membership cards and all about our membership awards.
- Use it all year long!!



Getting Started

- **Set a goal – know your PTAs membership history**
- **Membership is not a fundraiser**
- **Plan your Membership Drives**
- **Plan your membership cards**
- **Awards – earn some and celebrate your work!!**

MEMBERSHIP CARDS



MEMBERSHIP CARDS

- Electronic template is sent to all PTAs in good standing (to the president)
- Personalize your cards!
- Add your unit number and name
- May add contact info, a message, or your discounts from business partners to the back
- Print your cards – in bulk as business cards or individual as members join
- Get cards to your members!



MEMBERSHIP DRIVES



Membership Drives

- **Use a Plan of Work!**
- **Membership Drive ideas:**
 - **Set up a PTA table at events**
 - **Using themes and/or incentives to make it fun**
 - **Use a newsletter, social media or a bulletin board to keep your members up-to-date**
- **Activity: share Membership Drive ideas!**

Your Membership Message

- **What do you say when someone asks “why should I join your PTA?”??**
- **Give examples of what your PTA does for your students and families – programs, events, support for students**
- **Give examples of how you support your school community (support for teachers and staff)**
- **Share the advocacy and networking benefits of being part of our national association**

NETWORKING ACTIVITY



Networking Activity

Break into small groups by school level.

- **Within your group, find a partner and share:**
 - **One membership card idea you would like to implement**
 - **One membership drive idea you would like to try**
 - **Your PTA message for why folks in your school community should join your PTA**

RESOURCES



Resources

www.vapta.org our
Virginia PTA website

info@vapta.org our
Virginia PTA office

vpmembership@vapta.org
Donna Colombo, our VP
of Membership

www.pta.org
National PTA website
and
www.ptakit.org
Back-to-School Kit

THANK YOU
