Membership Matters!

Melissa Miller, 1st Vice President OCCPTA
KEEP CALM AND JOIN THE PTA

**BUT WHY?**

**IT'S GOOD FOR YOUR CHILDREN!**
- You are your children's most important role model. Showing your children you value their education will teach them to value it as well.
- Research has shown that children whose parents are involved in their school get better results and have fewer disciplinary problems.

**IT'S GOOD FOR YOU!**
- At PTA meetings you can have your say. You can raise concerns, suggest ideas and input into how funds are spent.
- You will meet like-minded people and make new friends. It's not all hard work; there is a social side too!
- Whether you want to organise an event or simply help out on the day, you can utilise your existing skills & hobbies, and most likely acquire some new ones too!
- And most importantly, you will be in the know! You will find out what's going on in school and get to know members of staff better.

**IT'S GOOD FOR THE SCHOOL!**
- Schools are becoming more and more dependent on PTA's for fundraising revenue to supplement the school budget.
- You will play an important role in helping the school to acquire key resources as well as reward the children with some well-earned treats.
**Tips to Recruit Members**

**Approach and Aware**

- Share what PTA means to you/your family.
- Ask everyone to join, **not just people you know**.
- Ask current members to ask a friend to join.
- Know your audience and have a relevant PTA message to the person you are asking.
- Invite non-members to an event so they can see what the PTA has to offer and then ask them to join.
- When asking, make sure it is clear that joining does not equal volunteering.
- While at a PTA event, ask those who enjoyed the event that are not members to join to show their support.
- Create and promote PTA Member events that provide discounts, perks specifically for members.
Tips to Recruit Members

Highlight PTA Membership at Every Event

• Provide PTA Welcome Packet for registrations at kindergarten and for new students
• Set up PTA Table at orientations, open house etc.
• Meet the Teacher
• Family/Spirit Nights
• Give a short speech (open house, back to school night, orientations, school events) asking people to join.
Tips to Recruit Members

Expand your Reach

• Ask local businesses to join. Create Business Partner Membership.
• Ask school staff to join. Provide incentive for teachers and staff to join.
• Ask community members to join, even if they do not have a child in the school.
Tips to Recruit Members

Membership Drives/Incentives

• Hold a social event (barbeque, picnic, spaghetti dinner, ice cream social). Try to get the food donated. Sell membership or charge an event fee that includes a membership.

• Host a kickoff where families can purchase school supplies, PTA spirit wear and PTA membership. Everyone who joins at the event has the chance to win a gift.

• Have a turkey(s) give away at Thanksgiving – all member names go in for the raffle. Request a donation from Publix, Winn Dixie or local grocery store.

• Check to see if OCCPTA or FL PTA offers ideas, incentives, or programs.

• Create a membership contest between classes or grades. The group that wins gets a prize.

• Have a theme, such as sports (March Madness), gardening (plant a flower for each new member).

• Provide a free school T-shirt with every membership.
PTA

Discovering

Endless Possibilities

Live the Adventure ............. Join PTA!
Diversify Your PTA/PTSA

Men

- Create programs and activities that appeal to men.
- Promote male involvement in activities and meetings.
- Ask men to recruit other men.
- Publicize male involvement in your PTA.
- Make sure they know that becoming a member is not the same as signing up to volunteer. Just by joining, they are supporting the PTA.
Diversify Your PTA/PTSA

Grandparents and Community Members

• Provide opportunities for grandparents and community members to get involved in the school either during or after school.

• Show respect for their experience and promote activities that use their knowledge and skills.

• Reach grandparents and retired adults through community center bulletin boards, faith groups and community groups.
Diversify Your PTA/PTSA

Ethnic groups

• Be aware of and sensitive to different customs and work together to incorporate some into your meetings and activities.

• If a different language is spoken, have materials translated and have a translator available at meetings.

• Organize school activities that promote cultural diversity and customs.

• Provide resources and outreach from community support groups.
Membership

I carry the card that counts.
Do you?

Member Name: Melissa Miller
Unit ID:
Local PTA Name:

Member of: National PTA
Member 2016-2017
everychild.onevoice.

To create your PTA profile, login to PTA.org/Profile and follow the instructions.
Membership Benefits

Make a difference

By participating in the PTA, you help your school achieve things they couldn’t do without you. Opportunities are abundant to help out, whether it is by donating your time, knowledge, presence at an event, or showing that you support the school by becoming a member.
Membership Benefits

Show your child you care.
When you join the PTA, it lets your child know that you are interested in supporting them and their school. Research has shown that children achieve higher grades, have better attendance, and more consistently complete homework when families are involved.
Membership Benefits

Get connected.

Meet other engaged parents to support the school and children. There’s no better way to know what’s happening in your school and to have an impact on your child’s future.
Membership Benefits

Speak up.
This is your opportunity to have a voice in your school, district, state, and national policies that effect children. The PTA is the largest and oldest volunteer advocacy group for children in the United States. We support the education and welfare of all children to help them reach their full potential.
PTA Saves!

Check pta.org or floridapta.org for more benefits!

PTA MEMBER DAYS AT LEGOLAND 2016!

USE YOUR PTA Membership Benefits to visit anytime during 2016 for only $35.00!

That's less than 1/2 off a ticket!

WATER PARK TICKETS for only $50.00 each!

CLICK HERE & ON THE LIMITED TIME EVENT!
Do: Pay Your Dues

• All PTA/PTSAs must submit $50 annual dues to OCCPTA.

• Monthly report your new members to FL PTA and submit the monthly reporting form.

• FL PTA dues are $3.50 per member. For example: 200 members = $700
KEY POINTS

• Membership is the job of all PTA leaders, so share what you have learned.
• Be able to explain in 60 seconds why someone should join PTA.
• Stay relevant by meeting the interests and needs of the community.
• Survey members and non-members so you know their interests: the PTA represents the community, so make sure you know what they want.
• Remember to create plans to both retain and recruit members.
• Communicate, especially stories of how the PTA benefits the children and school.
• Overcome barriers to joining and make plans to reach underrepresented groups.
• Value your members and show your appreciation.
• Include everyone to join.
• Make it easy to sign up.
Questions?