



2014-2015 National PTA Official Back-to-School Kit Every Child in Focus

Membership Quick Reference Guide





Table of Contents

The PTA Value	2
Why Join PTA?	2
Overcoming Objections	4
Membership Chair and Committee	6
Reporting Your Membership Dues	7
Membership Planning for Recruitment & Retention	7
Preparing Your Membership Year	7
Tracking Membership	9
The Importance of Membership Renewal	10
Developing a Membership Marketing Plan	11
Membership Engagement	13
National PTA Diversity & Inclusion	13
Military Families	15
PTA MORE Alliance	16
Recognizing Your Members	17
Transitioning PTAs: When Your Child Changes Schools	18
State PTA and District, Council and Regional PTA Offices	18



The PTA Value

In any association, it is crucial to understand the needs of the group in which you serve. Maintaining relevance is the first step in maintaining membership. The work PTA does must be relevant to its community. People will join your PTA if they find value in what you do. In addition, the same people who join because of value will be the people who renew membership when that value is delivered.

To this end, it is strongly encouraged that your PTA develops a member value proposition. The value proposition helps determine what the value of membership is to the individual member. Having a well-defined member value proposition gives your PTA the basis to answer these questions effectively:

Why belong to this association?

- What's in it for me?
- Who can I connect to here?

Here are a few tips that can help you determine and effectively communicate your member value proposition:

- Define and list all the features and benefits of your PTA membership.
- Identify your most valuable and engaged PTA members and ask them what they value.
- Understand the needs of all groups in your member community.
- Think from the member's perspective and not your own.
- Know your competitor. What does an unaffiliated parent group offer and how does PTA do it better?

While every PTA will have its own unique blend of products and services that together equate to the value the membership receives, here are a few general member benefits that all associations traditionally provide: advocacy, networking and engagement, information and knowledge collection and distribution, and volunteer opportunities.

Why Join PTA?

National PTA is a membership association. People join to support the work you do locally and the work PTAs do collectively to help children, families and schools. We rely on our nearly 5 million members to contribute their time and skills to schools and communities around the country and overseas.

The number one reason to join PTA is to benefit your child. Single parents may seek a support network, working parents may want a source of information or a voice, non-English-speaking individuals may look



for opportunities to share their culture, and business owners may look for a way to improve their public image. While subscribing to the mission of PTA, members may join to fulfill personal needs. Since PTAs are for everyone, a local unit should support the needs of a wide variety of members—from future parents to senior citizens. When units do this, they provide value to the community and become a relevant group for community members to join.

When recruiting members, it is helpful to emphasize what people gain by becoming involved. Individuals usually respond positively when they believe an association understands their primary needs and is working to address them. How does your unit provide for the needs of different types of people you hope to attract? How do you communicate your commitment to satisfying the needs of all members?

There are more advantages to joining PTA, including discovering resources and programs designed for parents, teachers and students, as well as helping to provide effective solutions for positive changes at your child's school. Members can increase their leadership skills and serve as role models. Everyone – parents, educators, students and other citizens active in their schools and communities – is invited to join our association.

Every individual who joins PTA helps not only his or her own child but every child. Imagine how strong your community could be if every parent, every community member, and every business leader got involved in PTA!

The PTA Advantage

The PTA is the oldest and largest child advocacy association in America. Today's PTA is comprised of nearly 5 million parents, teachers, grandparents, caregivers, foster parents and other caring adults who share a commitment to improving the education, health and safety of all children. We speak with one voice for every child.

Today, the issues that affect our children extend beyond their individual schools. The PTA's nationwide network provides parents with the forum and tools to collectively influence the decisions that affect children not only at their schools, but also throughout their districts, within their states, and across the nation. This mission is unique to the PTA.

Many of the benefits our children receive today, such as universal kindergarten, the National School Lunch Program, and a juvenile justice system, were accomplished as a result of the [PTA mission](#).

With Today's PTA, families also have access to important benefits, including:

- Dozens of national programs, experts and turnkey resources



- Regular updates and advice in the form of e-newsletters, PTA.org, Our Children magazine, and a robust Back-to-School Kit of resources
- Leadership development through webinars and e-learning courses
- Millions of dollars in grants to help build PTA capacity and skills
- Prestigious national awards
- Cost savings from national retailers and other PTA partners
- Invitations to PTA conventions as well as our conferences for emerging minority leaders, male mentors and advocates
- Support services and staff to help establish and manage your PTA

PTA Programs

National PTA offers programs to increase family engagement and support the educational success, health, and well-being of all children. Tools and resources, as well as best practices, are available to support you and your PTA in implementing the programs. To learn more about PTA programs and how to implement them, refer to the PTA Programs Quick Reference Guide or visit [PTA.org/Programs](https://www.pta.org/Programs).

PTA Engagement Activity Planning Template

Engaging your PTA members helps to reinforce the value of your unit. Activities for your unit should address relevant issues to support local needs. Use the PTA Engagement Activity Planning Template to plan diverse and inclusive events at your school or in the community. Refer to the Programs Quick Reference Guide for more ideas.

Overcoming Objections

Most objections to joining PTA fall into the areas of time, impact and perceived value.

Time

When parents say they do not have time to join PTA, what they are probably saying is that they do not want to volunteer dozens of hours each week. Explain that PTA appreciates everyone's membership, whether or not the member volunteers, because each member increases PTA's ability to advocate for children.



Impact

Parents want to know if their membership in PTA is going to have a positive impact, if it will benefit their children. You can tell them, “Yes!” Decades of research show when parents are involved, students perform better in school. They receive higher grades and test scores, have better school attendance and lower rates of suspension, are more likely to graduate high school, and are more likely to pursue post-secondary education. Children of involved parents also exhibit increased motivation, better self-esteem, less drug and alcohol use, and fewer instances of violent behavior. Those great benefits come from parent engagement, a major focus of PTA.

Value

People like to join organizations that make a difference in the lives of others, are educational and beneficial to the community, allow them to network with successful people, and provide opportunities to have fun. When promoting PTA, highlight that members will be able to mix with diverse individuals through local PTA activities. Emphasize once again that the number-one benefit of PTA membership for parents is the ability to help their children. For many parents, that is reason enough to join.

To overcome these objections or others, explain what members get for their membership dues. In addition to materials and benefits from their local and state PTAs, members receive the following:

- Access to [Our Children](#) digital magazine
- The PTA Parent, an e-newsletter that covers parenting topics
- PTA Takes Action, which includes both a monthly e-newsletter that covers national public policy issues affecting families and public education, and access to Action Alerts, a grassroots advocacy system that connects PTA members with members of Congress on urgent legislative issues
- Exclusive member benefits from National PTA, including discounts, special offers, and promotions from national companies
- Free e-learning courses on subjects such as conflict resolution and goal setting

National PTA’s “Backpack Bundle” was created with parents in mind to communicate PTA’s value and impact. Ask your school’s principal for permission to distribute these fliers in students’ backpacks. Access all of these resources by visiting [PTA.org/BacktoSchool](https://pta.org/BacktoSchool).



Membership Chair and Committee

While a membership chair and the membership committee are charged with developing [recruitment and retention strategies](#), membership is the responsibility of the entire board. Without members, there is no PTA, and without the support of the entire board, membership plans and committees will not succeed. The entire board should play an active role in implementing membership recruitment and retention strategies.

To build an ideal membership committee, look to recruit individuals who:

- Have experience in marketing, public relations, sales, recruitment, or statistics
- Are excited about PTA and willing to share their excitement
- May be past unit officers who know your unit's history and successes
- May be new members who are enthusiastic about the work your PTA does

The goals of the membership committee include, but are not limited to, the following:

- Creating, implementing, and assessing a year round membership plan (available in the additional resources section) that includes retention strategies as well as action steps that target and attract new members.
- Build an informed and active membership that supports [PTA's mission](#), goals, and [programs](#), and understands the link between PTA at the local, state and national levels.
- Promote and celebrate PTA successes with members and the greater community.

Membership Chair

The membership chair is responsible for facilitating the work of the membership committee and ensuring timely, accurate communication with other PTA committees and officers. Membership chairs are often tasked with:

- Building the membership committee
- Collecting and tracking membership dues
- Distributing membership cards and encouraging online [PTA profile sign-up](#)
- Providing membership reports

Committees work best when each member knows what he or she must do, has a timeline for the work, has the information needed to get the job done, and is trained and mentored. Share this membership guide with your entire committee, and encourage them to review the membership materials available on [PTA.org](#).



Take PTA [e-learning courses](#) or participate in state and national conferences to take advantage of all leadership and membership training opportunities.

Reporting Your Membership Dues

Attracting new members and retaining existing members are among the most important duties of a PTA. A strong membership is essential in order for PTA to continue being a powerful voice in decisions involving the welfare and education of children. Reporting your membership dues helps PTA to create programs, tools, and resources to empower members.

Your membership dues include three portions: state, national and local. Individuals who pay dues to a local PTA are automatically members of the state PTA and National PTA. To accurately reflect membership growth, your PTA has a monthly responsibility to forward collected membership dues to your [state](#).

The local treasurer and membership chair work together to forward to the state PTA the following items: the state and national portion of dues, the names and physical mailing addresses of members, email addresses of members, and identification of your local PTA.

For additional information on remitting your dues, please review the Finance Quick Reference Guide and your state PTA bylaws.

Establishing a consistent monthly process is strongly recommended to deter under-reporting of membership dues. Distribute your membership card and encourage online card activation to help you check and balance your PTA membership roster. Your active leadership and monthly accurate reporting of your PTA dues will help create strong programs in your school community and a strong commitment among your members.

Membership Planning for Recruitment & Retention

Preparing Your Membership Year

It is important to start your membership year prepared to recruit, engage and renew membership. The following is suggested to establish your PTA goals and stay on track to achieve them.

1. Set goals. Challenge yourself. We suggest 2–5% annual membership growth as a good target.



2. Create a membership plan. Use Today's PTA membership tools and templates to set a goal, identify potential new member groups, and assess needs.
3. Use last year's PTA membership list to send out a renewal appeal to current members.
4. Cite your successes last year, thank members for their support, tell them they played a role in your success, and ask them to join again this year to help you achieve your goals.
5. Visit Today's PTA resources to find customizable marketing materials to enhance or develop PTA membership campaign materials that appeal to a broad group of potential current and new members.
6. Maintain an email database to easily manage your members, communicate with your entire school, create directories, and manage volunteers.
7. Create a marketing campaign to promote your PTA's successes, attract new members, and motivate current members to renew.
 - Review this guide and visit the Membership Marketing Plan to learn more about creating a marketing plan for your unit.
 - See what special member benefits and programs are available so you can better promote the value of PTA.

Ask your board to develop a consistent message around the value of membership in your unit, as well as talking points all can use in membership recruitment. Identify two or three successes from the previous year, determine two or three goals that can be achieved with more members, and use these as the basis of the message.

- Have the entire board practice using these talking points on each other before they ask others to join.
- Use the online membership applications and work with your unit's treasurer to create a procedure for processing membership dues.
- Create a special appeal to teachers and school staff.

Creating Back-to-School Enthusiasm

If yours is a school-based unit, send membership forms and fliers home with first-day packets and have a membership table at all orientation and back-to-school events.

- Design a visual representation of your growing membership (e.g., an illustration of a tree to which leaves with new member names can be added, or a jar to which beans, marbles, or ping pong balls can be added) for display in your school or in a public place within your community.
- Ask people to join your PTA— do not wait for them to offer.



- Make it easy for people to join your PTA. Be sure to have sign-up materials on hand at all meetings and events.

Throughout the Year

Set up your membership table at every PTA, school and community event.

- Work with local businesses and other civic groups to promote PTA, partner on projects, and grow membership.
- Make time to welcome or thank PTA event attendees and let them know the event was made possible by PTA members. Ask those who enjoyed the event to join PTA to show their support for your unit.
- Regularly include articles about membership and a clip-out membership form in your newsletter or on community bulletin boards or websites.
- Publish your current membership count in your newsletter and compare it to your goal often.
- Post basic information on your website: PTA contact information, the PTA mission and objectives, PTA background, names of board members, a current list of events and activities, etc. Keep your website current and relevant. Outdated material is a sign that no one is monitoring or maintaining your website.
- Post PTA member benefits on your website and promote the benefits of membership.
- Track members who do not renew their membership. What are their reasons? What can your PTA do to get them back?
- Show members how PTA advocacy at the state and national levels connect to what is happening in your classrooms and community. Use news from PTA Takes Action to show how membership drives real results.
- Know that how you treat members will make your PTA thrive or fail.
- Serve your members. Do not let them leave until their requests for assistance have been addressed, then follow up to make sure members were satisfied with what they received.
- Use the year-round and seasonal marketing and promotions materials.

Tracking Membership

Types of Membership

PTA is an individual member association, which means we are an association of individuals who voluntarily join to support the work PTA does. Each member has rights and a voice in what PTA does. Some PTAs have explored innovative methods to increase membership through a variety of methods. Check with your state PTA to find out more about what other units in your state are doing.



While many units provide family memberships to encourage more people to join, it is important to remember that each person who joins through a family membership is actually an individual member and entitled to all the rights and benefits of membership. One member = one card, one vote.

If your unit offers a family membership, it must be reflected in your bylaws. Check with your state PTA if you have questions about whether this is an option for your PTA and/or for bylaw wording suggestions.

The state and national dues portion for each person who joins through a family membership must be forwarded to your state. Your unit should always have an accurate list of members to determine who is eligible to vote at meetings.

Each person who joins through a family membership:

- Provides you with name and contact information, which must then be reported to state and national to initiate all benefits of membership.
- Pays dues. Your unit may decide to assess a flat fee for the first person who joins, then a reduced fee for your unit's portion of the dues assessment for each individual member.
- Is entitled to all benefits of membership, including the right to vote at your meetings and a membership card.

Tracking Member Data

1. Maintain a membership database system such as an online marketing or email tool. Good record-keeping is crucial for your membership recruitment and retention efforts. It will help you keep track of members, dues payments and mailings.
2. Use email. Email allows you to communicate with members who are not able to attend meetings. As new member benefits become available, National PTA will email unit presidents. These messages will be written in a newsletter format that you can use in your PTA newsletter or forward to your members via email.

The Importance of Membership Renewal

Membership renewal is important to ensure the vitality of every association. PTA is no exception. Membership recruitment introduces members to member benefits, yet membership renewal helps us to determine how well we meet the needs of our members by providing relevant resources.

Members remain in PTA primarily because they believe their membership helps their children. Educate members about what you do for students, families and schools in your community. It is important to have a good mix of new members and returning members. The future success of your PTA can depend



on your returning members, as returning members are more likely to take on leadership roles. It also takes more effort to recruit a new member than it does to keep an existing one. A returning member who sees the value and impact of PTA can be your best asset for recruiting new members. Let members know they are valued and be sure to invite them to rejoin every year.

Membership Renewal Planning

Planning for membership renewals is an important part of achieving annual membership goals. Membership renewals provide a solid base of members who help build a strong community network and provide a pool of potential leaders for PTA.

Here are some useful tips to help you retain PTA members from year-to-year:

- Track your PTA members to know your renewal average. How long do members remain active with your PTA? 1 year? 2 years? 3 or more years?
- Set a membership renewal goal as part of your membership marketing plan.
- Survey your renewal members to determine whether your PTA is meeting the needs of your members and community.
- Remind PTA members throughout the year to stay engaged and invite them to attend upcoming activities. Thank them for their membership.
- Send membership renewal forms timely to PTA members (at least one month before the end of the school year).
- Host an annual PTA membership renewal event.

Developing a Membership Marketing Plan for Success

Getting Started with Your Plan

As membership chair, you should plan and promote events for parents, students, and the general community where you can showcase your school—as well as encourage attendees to join PTA or renew their membership.

When planning your promotion efforts, be sure to consider all of the following:

- Date of the event being promoted
- Your budget (funds to pay for advertisements, make copies, offer door prizes, etc.)



- Your audience (business leaders, parents of schoolchildren, students, etc.)—Who you want to involve affects how you deliver the message.
- Your goals—Measurable goals will help you determine if the event has been successful.
- Promotion activities—Include how you intend to let people know about the event or activity (marquee signs, fliers in the backpack express, posters in merchant windows, paid advertisements in a local newspaper, etc.).
- Evaluation—After the event, you should record final expenses, attendance, and whether the desired outcomes were reached (this measurement allows your PTA to see if the event should be duplicated or modified in years to come).

Writing the Marketing Plan

A marketing plan includes the following components:

- **Desired outcomes.** Clearly define what should happen if the marketing plan is successful. Establish no more than five desired outcomes. All the desired outcomes should be measurable and should reflect your unit's goals for membership growth and retention.
- **Strategies.** Choose a target audience that your unit can reach, and clearly define the benefits of membership for the target audience. Then identify ways to reach the target audience, and show that the benefits of pursuing these members outweigh the costs.
- **Action plan and budget.** Lay out the project tasks and timelines, as well as the amount of money and volunteer time budgeted for each task.
- **Measurement and evaluation.** Define how success will be measured (e.g., the number of new male members) and establish a way to evaluate the outcomes (e.g., desired number of members recruited below/at/above budget).

When establishing your marketing plans, set your goals by making them SMART— (S)pecific, (M)easurable, (A)ttainable, (R)elevant, and (T)ime-sensitive. If your goals do not meet these characteristics, consider revisiting them to ensure success. An example of a SMART written goal is: “To gain a 5 percent increase in male membership by March 31.” This goal is specific (increase male membership), measurable (grow by 5 percent), attainable (5 percent versus setting a goal that is too high to achieve), relevant (encourages diverse membership), and time-sensitive (must be accomplished by March 31). SMART goals help you to stay on track and re-evaluate your needs throughout the year to achieve your PTA goals.

It is very important to communicate to the public how valuable your PTA is. The methods you use to promote PTA can be formal or informal; they can include e-mail, phone calls, websites, public service announcements (PSAs), e-newsletters, or social media. The most important part of your message is the invitation to join PTA.



Listed below are some other potential avenues of promotion.

Direct marketing includes public service announcements (PSAs) — which are messages in the public interest run by the media at no charge — paid advertisements, special events, messages posted in the community, and direct mail. Examples include:

- Asking grocers to include fliers in their bags on a “Join PTA Day”
- Setting up membership tables at youth sports events
- Having local merchants display “Join PTA” posters
- Lining neighborhood streets with yard signs (found in the [Membership Marketing Templates and Tools](#) on PTA.org)
- Hanging a “Join PTA” banner (also found in the [Membership Marketing Templates and Tools](#) on PTA.org) at the entrance of the school, library, or other community center

Indirect marketing includes word of mouth, public service activities, and community relations.

Examples include:

- Building relationships with influential community leaders (e.g., church leaders, business owners, elected officials) who can influence decisions and help grow the PTA
- Providing a public speaker for an event
- Partnering with another community group for a “Clean the Park Day”
- Organizing a food drive with a local soup kitchen
- Speaking positively about your PTA when out in public

Membership Engagement

National PTA Diversity & Inclusion

Today’s PTA: Diverse & Inclusive

“The National Congress of Mothers, irrespective of creed, color or condition, stands for all parenthood, children, home hood.” – Alice McLellan Birney, Co-founder of National PT, 1898

Those words, true in 1898, are even truer today. PTAs everywhere must understand and embrace the uniqueness of all individuals, appreciating that each contributes a diversity of views, experiences, cultural heritage and traditions, skills and abilities, values and preferences. When PTAs respect differences and develop meaningful priorities based upon their knowledge, they genuinely represent



their communities. When PTAs represent their communities, they gain strength and effectiveness through increased volunteer and resource support.

The recognition of [diversity](#) within organizations is valuing differences and similarities in people through actions and accountability. These differences and similarities include age, ethnicity, language and culture, economic status, educational background, gender, geographic location, marital status, mental ability, national origin, organizational position and tenure, parental status, physical ability, political philosophy, race, religion, sexual orientation and work experience.

Therefore, PTAs must:

- Openly assess beliefs and practices to assure inclusiveness and guard against discrimination.
- Make every effort to create a PTA board and membership that is inclusive and reflective of its community.
- Encourage all PTA activities at the school to be planned by a committee which is representative of the population.
- Foster programs and practices that eliminate bias, prejudice and misunderstanding.
- Become acquainted with the leaders of the many diverse groups in the community and collaborate with them to increase parent, family and community involvement.
- Educate leaders and members to the needs, cultural beliefs, traditions and family structures of the populations they serve.
- Propose beneficial change wherever discriminatory practices are perceived.

PTA values and appreciates diversity, which enriches and strengthens the structure of our society within the state and nation.

National PTA Diversity & Cultural Competency Definition

[Diversity](#) means including and realizing the potential of everyone regardless of race, ethnicity, culture, gender, marital status, socio-economic status, employment status, experience, language, religion, ability, age and sexual orientation.

[Cultural Competency](#) is the ability to interpret and evaluate inter- (and intra-) cultural encounters with a high degree of accuracy and to show cultural empathy. As an education discipline, the preparation includes learning and broadening awareness in areas of cultural literacy (traditional and experiences of diverse people and groups) and social justice. Becoming knowledgeable and competent through cultural study exposes individuals to multiple perspectives with implications to enhance world view and cross cultural advocacy.



Military Families

PTA leaders realize that military-connected students face a unique range of educational experiences and challenges. Families of active duty, National Guard and Reserve service members all experience deployments, separation from family, long distance moves, new schools, and different school standards. But, PTA has got your back.

There is a good chance that your school has at least one military-connected student. PTA presidents look for ways to engage those students and their families, but many are not sure where to start. National PTA and the Military Family Support Committee are here to help.

When members of a military-connected family prepare to move, they will often contact their receiving school as soon as they know where they will be living. The family may have as long as a few months or as only a couple of days, but if the local PTA is prepared, it can effectively welcome that family.

PTA's many programs and Family Engagement efforts offer military-connected families a way to become involved in their new communities and meet new friends and neighbors. This effort can be comforting to a family experiencing transition or separation.

National PTA has many military family engagement resources available to your local unit. Through the [Military Alliance for Parents and Partners \(MAPP\)](#), PTA has joined with the [Military Child Education Coalition](#), the [National Military Family Association](#), the [Military Impacted Schools Association](#), and the Department of Defense Education Activity to provide tools to help support military families.

Military Family Outreach Toolkit

The PTA family acknowledges and supports the largest family in the country: military families. The Military Family Outreach Resource Center was created to help PTAs engage with military because military culture and day to day life is so different from the lives of individuals who have a civilian job.

Standards of Military Family Engagement

When you are in the military, you end up with friends and family everywhere you go, but getting to that point can take some time. So, PTA has developed the Military Family Outreach Toolkit to provide military families and leaders resources to address the many challenges and triumphs that occur in military life. The following resources are available in the additional resource section:

- 15 Ways PTAs Can Support Military Families
- Outreach Resource List – Helpful agencies for military families
- MAPP informational flyer



How PTAs Can Work with Military Families

- The Rules of Engagement – PTAs working with Military Families

Interstate Compact

- What is the Military Interstate Compact? – Fact Sheet
- List of Commissioners in the Military Interstate Compact

Common Core

- Common Core – The Military Child Education Coalition Viewpoint on Common Core State Standards
- Common Core – K-12 Core Curriculum Standards from the Military Child Education Coalition

Impact Aid

- Impact Aid FAQ
- Impact Aid PowerPoint Presentation

PTA MORE Alliance

Families have evolved into many different structures where men play as important a role as women. Look for dads, uncles, grandfathers, male teachers and male mentors to join PTA and play a larger leadership role. Seek male leaders who can help you recruit other men to join PTA's efforts.

[PTA MORE® \(Men Organized to Raise Engagement\)](#) is a coalition of organizations working to ensure greater father and male involvement in programs that support the safety, health, and academic and social development of all children. Alliance members provide opportunities to grow male membership and involvement at your local PTA unit and strengthen your PTA unit. PTA Leaders and units can partner with MORE members to:

- Provide programs that engage fathers and positive male role models in schools and communities
- Act as a resource for fatherhood issues
- Increase visibility and outreach of PTA unit events

To gain more male involvement in your school and community, visit PTA.org/MORE. For ideas on how to engage fathers and other male role models refer to:



- [Father Involvement How-To Guide](#): Designed to help promote male involvement
- [10 Ways to Get Men More Involved in PTA](#): A checklist of proven methods for increasing male involvement
- [The ABCs of Male Involvement](#): A step-by-step method for encouraging men to join PTA and be involved in their children's school activities
- [PTA MORE \(Men Organized to Raise Engagement\) Partners](#): Providing you information about organizations and programs that get men more involved with their children

Recognizing Your Members

A simple “thank you” can go a long way. Recognizing your PTA members’ contributions to your unit goals is the first step to positive membership retention. PTA members are volunteers who juggle multiple daily responsibilities and still manage to give their time and/or membership dues to support the efforts of PTA. Show them you appreciate their dedication to create a powerful network of voices that contribute to the success of children in your community.

Host a member appreciation event at least once a year.

Hosting a member appreciation event helps you to recognize PTA members who have actively engaged in PTA events and championed your PTA goals.

Send thank you emails/letters to new members and returning members.

Saying thank you to joining and returning members helps to remind them of PTA benefits and ways to stay connected and engaged throughout the year. The following samples are included in the additional resources section to help you recognize your members:

- **Welcome to PTA Sample Letter**
- **Midyear Status Sample Letter**
- **Renewal Sample Letter**

Treat all members with respect.

Everyone is welcome to join PTA. Treating members with respect shows your appreciation and reflects PTA's policy of diversity and inclusion which enriches and strengthens the structure of our society within the state and nation.



Transitioning PTAs: When Your Child Changes Schools

Changing schools can be a time of excitement and anxiety. As children transition to new schools, your PTA can be a resource to parents looking to join a new PTA. Practice the following steps to help your PTA unit transition and keep an accurate count of your PTA membership.

1. Keep an accurate record of your PTA members. Make note of parents with students transitioning to new schools at the end of the school year.
2. Contact parents with transitioning students in April. Thank them for their PTA membership and provide transition school contact information for the new PTA membership chair.
3. Provide PTA membership chairs in your community with a list of transitioning parents. Encourage them to contact the new incoming parents.
4. Host a special event for new, transitioning PTA parents in August.

Practicing these steps annually will help keep PTA membership strong and help you track membership. Retaining membership is important to ensure a vibrant future for PTA.

State PTA / District Council / Regional PTA Offices

Most inquiries regarding membership can be quickly answered at the state PTA level. State PTA offices also have contact information for district and regional offices. Stay engaged with your state PTA office. Find your state office contact information [here](#).