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Membership and Field Services SCPTA 92nd Annual Convention March 14, 2015

Agenda

- Terms for unit in "good standing"
- End of the year procedures including return of unused/damaged membership cards
- Best practices in developing and executing successful membership campaigns
- Membership benefits, awards and programs



Units in "Good Standing"

- 1) Bylaws (expire every 3 years)
- 2) Local Unit Officer Report
- 3) Monthly Membership Dues Report
- 4) Financial Review Report & Checklist
- 5) IRS form 990/990-N



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End of the year procedures



- 1) Submit membership dues report monthly
- 2) Return unused/damaged membership cards to SCPTA office by May 31st
- 3) Discuss next school year's membership theme with incoming membership chair and/or PTA President
- 4) Celebrate your success





<u>Georgia PTA:</u>



<u>Community Wide Back to School Jam</u> – PTA engaged businesses to donate venue for event and school supplies that were given away to students

- Total attended event 3,000+
- 995 new PTA members enrolled; as parents and students received free back packs filled with school supplies, membership recruitment ensued
- Used one of National Standards for Family-School Partnerships ("<u>Collaborating with Community</u>") as guide for this membership initiative

Source: NPTA 2012 Membership Workshop Best Practices: Membership Campaigns From Concept to Completion



Best Practices (cont.)

South Carolina PTA:

Summerville High School used the <u>Student</u> <u>Council</u> as a means to successfully increase student membership



•PTA provided student with <u>incentives</u> to join and to also get fellow classmates to join

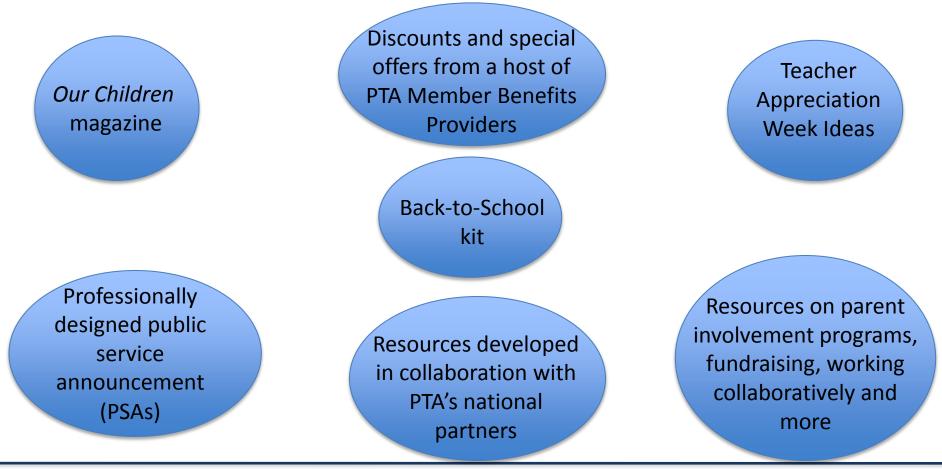
> Local Unit PTA/PTSA: Membership Ideas



Benefits of PTA Membership for Local Units



Numerous benefits are available to dues-paying units and members.





Benefits of PTA Membership for Individual Members

Individual members have access to a number of exclusive benefits too, including:





12,000 & Counting SCPTA Membership Challenge



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Membership Awards

- Oak Leaf Award
- Palmetto (Bronze, Silver, Gold, Platinum)
- 100% Membership
- Top 10 Highest Percentage of Members per enrollment
- Top 10 (highest number of members)
- 500 Member Club
- 1000 Member Club





Membership Awards

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South Carolina PTA 2012-2013 Goals Sheet

Purposer. To motivate and aducate our members so that they may understand the entire parameter scalars program and to assist the local unit in promoting a well-balanced program in heaping with the Mission, Vision, Values, and Purposes of PIA.

Name of Local PIA/PISA Unit School Addmes_ , SC_Zip Code_____ City_____ PIADistrict#_____Council School Website Name of PIA Prevident Phone # Email Addmes of PIA President S CPTA Oak LeafAward Levels Platinum Leaf Award 40 Silver Leef Certificate 40 points 24 points Gold LeafAward 32 points Bronze Leaf Certificate 16 Points Goals Criteria (48 possible points) All questions must be answered and all blands filled in Incomplete entries will result in disqualification. One point will

All questions nusties ansvered and all blands filled in Incomplete entries vill resultin disqualification. One point vill be granted for each "yes" ansver, except v here othervise indicated. Deadline for entry is potonarked by March P

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Oak Leaf Award

Membership Awards

- Palmetto (Bronze, Silver, Gold, Platinum)
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2012-2013 MONTHLY LOCAL UNIT MEMBERSHIP & DUES

Date / /



PTA/PTSA Name (as indicated on your Bylaws or Charter) Address City SC Zip 10th Day Student Enrollment Non-Faculty Members Enrolled this Report Number of Certified Faculty Faculty Members Enrolled this Report PTA Local Unit ID # TOTAL Members Enrolled this Report (State dues = \$1.00, National Dues = \$2.25) \$3.25 Unit Federal EIN Bylaws Expiration 1 TOTAL MEMBERSHIP DUES this Report = School County Founders Day Donation* + SCPTA Historic House Preservation Fund SCPTA District # Donation* Helen Stokes Memorial Scholarship Fund SCPTA Council (for Districts 1 and 9 only) Donation* For assistance in locating this information, please TOTAL ENCLOSED = contact your District President or the SCPTA office.

(*) Goals Sheet Items

The Membership year is April 1-March 31. To remain in good standing as a 501(c)3 non-profit organization, each unit must comply with the IRS regulation that requires an official roll of all PTA members be compiled annually. Dues reported after March 1 are considered LATE and will be applied toward next year's membership report. *A unit is considered to have obtained*



QUESTIONS?



Contact Information:

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