

SOUTH CAROLINA **PTA**[®] *everychild. one voice.*[®]



Membership and Field Services
Membership Workshop
Summer Leadership Training

Agenda

- **Terms for unit in “good standing”**
- **Beginning of the year procedures including distribution of 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**



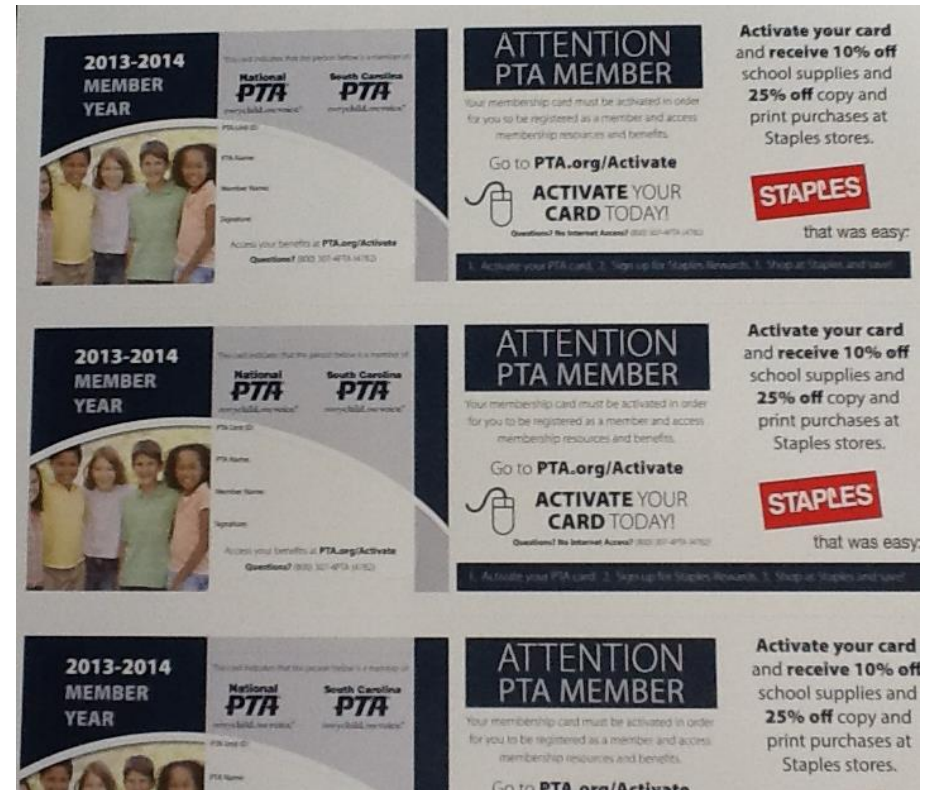
Beginning of the year procedures

- 1) Submit membership dues report monthly**
- 2) Collect membership cards at Summer Leadership Training or through District President**
- 3) Discuss school year's membership theme with incoming membership chair and/or PTA President**
- 4) Document events for future use**



2013-2014 Membership Cards

- Cards are printed 4 per sheet on non-glossy paper
- Count cards distributed to your local unit
- Encourage members to activate their membership cards
- New Benefit: 10% discount from Staples



JOIN PTA!!

**2013-2014
MEMBER
YEAR**

This card indicates that the person below is a member of

National PTA
everychild.onevoice.®

South Carolina PTA
everychild.onevoice.®

PTA ID: _____

PTA Name: _____

Member Number: _____

Signature: _____

Access your benefits at PTA.org/Activate
Questions? 900.307.4773 x1752

**ATTENTION
PTA MEMBER**

Your membership card must be activated in order for you to be registered as a member and access membership resources and benefits.

Go to PTA.org/Activate

**ACTIVATE YOUR
CARD TODAY!**

Questions? No Internet Access? 900.307.4773 x1752

**Activate your card
and receive 10% off
school supplies and
25% off copy and
print purchases at
Staples stores.**

STAPLES

that was easy.™

1. Activate your PTA card. 2. Sign up for Staples Rewards. 3. Shop at Staples and save!

Membership fee is
\$ _____.

New for 2013-2014

- **Additional Membership Cards Request Form**

ADDITIONAL MEMBERSHIP CARDS REQUEST FORM



Purpose:

Use this form to request additional membership cards.

Instructions:

- Make copies of this form as needed.
- Fill in the information requested below. Please print.
- To receive additional membership cards, your local unit PTA/PTSA must submit dues for **at least 75%** of the number of cards received to date.
- Please allow one (1) week to process mail requests and two (2) days to process pick up requests.
- Cards will be mailed to contact person listed below.
- When submitting dues, **make checks payable to South Carolina PTA** and mail with membership report to 1826 Henderson Street, Columbia, SC 29201.
(A \$35.00 service fee will be applied for checks returned for non-sufficient funds).

Local Unit PTA/PTSA Name:	Local Unit ID #:
District:	Council (if applicable):
Contact Person:	PTA/PTSA Position:
Address:	
City:	Zip Code:
Daytime Phone:	Email:

Number of Cards Received to Date:

Number of Cards Issued for Paid Memberships:

Total dues submitted to South Carolina PTA as of today:

Number of Additional Cards Requested:

Signature of President or Membership Chairperson: _____

FOR STATE OFFICE USE ONLY

Date Request Received:

Best Practices



Georgia PTA:

Community Wide Back to School Jam – 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 (“Collaborating with Community”) as guide for this membership initiative

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

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Best Practices (cont.)



South Carolina PTA:

Summerville High School used the Student Council as a means to successfully increase student membership

- PTA provided student with incentives to join and to also get fellow classmates to join including free admission to specific school events

Local Unit PTA/PTSA:

Signs on top of teachers' classroom doors "I Joined PTA"

Other Membership Ideas

Benefits of PTA Membership for Local Units



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

Our Children
magazine

Discounts and special
offers from a host of
PTA Member Benefits
Providers

Teacher
Appreciation
Week Ideas

Back-to-School
kit

Professionally
designed public
service
announcement
(PSAs)

Resources developed
in collaboration with
PTA's national
partners

Resources on parent
involvement programs,
fundraising, working
collaboratively and
more

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Benefits of PTA Membership for Individual Members

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

Online parenting resources

Exclusive National PTA member benefits & sponsor offers

Discounted member rate for PTA's annual national convention

Leadership training opportunities

E-newsletters on parenting and legislative issues

Member-to-Member Network



New Membership Benefit from SCPTA

Local Unit Membership Chair Monthly Conference Call

- Began on Monday, February 11, 2013, 4-5 p.m. and 8-9 p.m.
- Conference Call phone number: 424-203-8075, access 909765#



Membership Awards

- ❖ Local units are recognized during the annual SCPTA convention.
- ❖ The majority of the membership awards do not require an application.
- ❖ A great way to recognize local units' efforts in promoting membership.



Important Membership Information

❖ Required information for determination of membership goals and awards.

2012-2013 MONTHLY LOCAL UNIT MEMBERSHIP & DUES



Date ____ / ____ / ____

PTA/PTSA Name (as indicated on your Bylaws or Charter) _____

Address _____ City _____, SC Zip _____

10 th 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	=
Unit Federal EIN		(State dues = \$1.00, National Dues = \$2.25)	x \$3.25
Bylaws Expiration	/ /	TOTAL MEMBERSHIP DUES this Report	=
School County		Founders Day Donation*	+
SCPTA District #		SCPTA Historic House Preservation Fund Donation*	+
SCPTA Council (for Districts 1 and 9 only)		Helen Stokes Memorial Scholarship Fund Donation*	+
		TOTAL ENCLOSED	=

For assistance in locating this information, please 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:

Rosa Fulmore

VP of Membership & Field Services

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