Membership and Field Services
SCPTA 93rd Annual Convention
April 16, 2016
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
5) IRS form 990/990-N
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
Best Practices

Stone Academy PTA:

*Find Your Passion*– PTA offered temporary tattoos to students in the classes that reached 100% membership. Teachers received a Stone Academy tee shirt and a red star for their classroom door.

- PTA increased membership by 25%
- 100% Teacher Participation
- Class results were posted weekly in the e-blast sent school wide.

Source: Erin Anderson, 2013-2014 Membership Chair, Stone Academy, D1
Best Practices

Stone Academy PTA (cont.):

1st Class to Reach 100% Membership
Rewarded with Stone Academy Temporary Tattoo’s

Source: Erin Anderson, 2013-2014 Membership Chair, Stone Academy, D1
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

Local Unit PTA/PTSA:
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
- Professionally designed public service announcement (PSAs)
- Back-to-School kit
- Resources developed in collaboration with PTA’s national partners
- Resources on parent involvement programs, fundraising, working collaboratively and more
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
- E-newsletters on parenting and legislative issues
- Discounted member rate for PTA’s annual national convention
- Leadership training opportunities
- Member-to-Member Network
2016 SCPTA Membership Challenge

Membership Challenge

Every individual PTA/PTSA will have goals to achieve for the 2015-2016 Membership Challenge.

December: 100% teacher participation
January: Most creative "Membership Drive for the New Year"
February: Increase membership by 5% from fall membership drive (August-November 2015)
March: Sign 10 community members or business partners to your unit

Cash Rewards
Units meeting their goals will be entered for the following drawings:

December’s goal: $25 drawing
January’s goal: $50 drawing
February’s goal: $100 drawing

Local Units must be in good standing with SCPTA in order to participate.

Each unit to achieve ALL of their goals will be entered in a $200 drawing in March.
Membership Awards

- Rookie Unit of the Year
- Oak Leaf Award (Goals Sheet)
- 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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Membership Awards

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QUESTIONS?
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