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
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!!

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).

<table>
<thead>
<tr>
<th>Local Unit PTA/PTSA Name:</th>
<th>Local Unit ID #:</th>
</tr>
</thead>
<tbody>
<tr>
<td>District:</td>
<td>Council (if applicable):</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>PTA/PTSA Position:</td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>Zip Code:</td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td>Email:</td>
</tr>
</tbody>
</table>

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*
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
- Resources developed in collaboration with PTA’s national partners
- Resources on parent involvement programs, fundraising, working collaboratively and more
- Professionally designed public service announcement (PSAs)
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
- Leadership training opportunities
- E-newsletters on parenting and legislative issues
- Discounted member rate for PTA’s annual national convention
- 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.**

<table>
<thead>
<tr>
<th>10th Day Student Enrollment</th>
<th>Non-Faculty Members Enrolled this Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Certified Faculty</td>
<td>Faculty Members Enrolled this Report</td>
</tr>
<tr>
<td>PTA Local Unit ID #</td>
<td>TOTAL Members Enrolled this Report</td>
</tr>
<tr>
<td>Unit Federal EIN</td>
<td>TOTAL MEMBERSHIP DUES this Report</td>
</tr>
<tr>
<td>Bylaws Expiration</td>
<td>Founder's Day Donation</td>
</tr>
<tr>
<td>School County</td>
<td>SCPTA Historic House Preservation Fund Donation</td>
</tr>
<tr>
<td>SCPTA District #</td>
<td>Helen Stokes Memorial Scholarship Fund Donation</td>
</tr>
<tr>
<td>SCPTA Council</td>
<td>TOTAL ENCLOSED</td>
</tr>
</tbody>
</table>

(*) 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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843-735-1842