

Local SCPTA Membership Timeline

SUMMER

- Review materials from outgoing chair
- Read membership materials provided by National and SCPTA (ptatoolkit.org, scpta.org)
- Verify that SCPTA has the current officer contact information. Notices of trainings/updates will go out via email
- Attend training hosted by SCPTA
- Review your unit's SCPTA Membership Goal
- Organize a committee to help you; Plan membership promotion/theme; determine incentives
- Gather materials for membership enrollment (membership forms, envelopes for back-to-school packets, current dues report, current roster or roster template, current awards form). Create a template or Google Form for members to enter contact information at Fact & Fee nights
- Review all SCPTA membership recognitions and awards and plan to apply
- Meet with your principal to plan faculty enrollment/incentives
- Meet with your PTA Board to finalize membership promotion campaign

AUGUST

- Have your campaign materials ready for any pre-start events and the first day of school
- Implement membership enrollment campaign
- Ask principal for permission to distribute materials through school channels
- Inform teachers and staff on how and when dues will be collected
- Coordinate an event to collect dues from teachers & staff – breakfast for first day back, provide snacks for faculty meeting, leave envelopes in mailboxes, etc.
- Publicize! Use all media – newsletters, school TV, PTA and school websites, social media, teachers' newsletters, eBlasts, phone messages to publicize your theme and goals. Publicize theme by displaying posters in halls, carline, outside marquees, your school's Spirit Rock.
- Have enrollment tables at Fact & Fee events
- Have a membership table and plenty of help at first PTA meeting
- Use posters, photos, Brag Boards and artwork to draw attention to membership campaign progress; use "thermometers" to visually represent progress.
- Work with program chair to host a parent education program
- Prepare a packet for the school office to distribute when new students enroll
- Last week of August –
 - Get **10th day student enrollment** figure and **teacher count** from Front Office
 - Meet with Treasurer to get a check for dues to submit to SCPTA
 - Finalize Excel document list of members (teachers, Board officers)

SEPTEMBER

- September 1 – Deadline for Early Bird 100% Faculty Award {Prize drawing!}
 - Submit a Membership report with dues for your faculty members – optional
- Your entire Board should be promoting Membership
- Set up membership tables at Open House and the first PTA meeting
- Continue to publicize membership in PTA all the time
- Publicize membership progress via all methods
- Last week of September –
 - Meet with Treasurer to get a check for dues to submit to SCPTA for October 1 report
 - Finalize Excel document list of members (since last list)

OCTOBER

- **October 1 report due** (if the 1st falls on a weekend, report is due on the first Monday)
- Goal Pace Setters Award – did your unit reach the SCPTA membership goal by Oct. 1?

- October 1 dues report MUST be submitted to be in good standing with SCPTA (units may not participate in district or state level Reflections program without submitting an October 1 report)
- Confirm any District membership dues deadlines

FALL

- Membership Recruitment opportunities Oct – Dec:
 - Grandparents events
 - Veteran’s Day events
 - Thanksgiving meals at school
 - Santa Shops – offer a free gift or discount with paid membership
 - Winter Concerts – members only raffle of front-row seats or reserved parking spots
 - Gift memberships to Artists in Residence, substitute teachers, bus drivers,
 - Promote giving the gift of membership to grandparents, uncles/aunts, babysitters
 - New families Welcome Packets

NOVEMBER

- Last week of November –
 - Meet with Treasurer to get a check for dues to submit to SCPTA for December 1 report
 - Finalize Excel document list of members (since last list)

DECEMBER

- December 1 report due – If SCPTA membership goal has not been reached by this date, goal will be reviewed and revised as necessary for March 1 report
- Plan for winter membership challenge
- Enjoy the Holidays and Break with your family

JANUARY

- Winter membership challenge: Increase your unit’s membership total by 5% since your December report (100 members – 5 new members)
- Deadline February 1
- Last week of January –
 - Meet with Treasurer to get a check for dues to submit to SCPTA for February 1 report - optional
 - Finalize Excel document list of members (since last list)

FEBRUARY

- February 1 – membership report due for Winter Membership Challenge {Prizes}
- In honor of PTA Founder’s Day, propose to your Board that your unit honor someone with an Honorary SCPTA Life Membership
- Register for State Convention
- Make donations to the Gerry Phaehler Foundation or Helen Stokes Scholarship Fund
- Help Board review Convention awards and begin application process
- Last push to reach SCPTA membership goal or beyond
- Last week of February –
 - Meet with Treasurer to get a check for dues to submit to SCPTA for March 1 report
 - Finalize Excel document list of members (since last list)

MARCH

- March 1 – Deadline for last membership report for 2016-17 school year
- Evaluate the year’s progress, make written recommendations for next year and update your officer notebook/computer files

SPRING

- Assist with unit’s election meeting as needed by providing the master list of members (only paid members are allowed to vote)
- Attend SCPTA Annual Convention
- Meet with successor and pass on records/files/notes
- Ask for faculty input about contests or other incentives. This step is crucial to keep the goodwill of all faculty and staff
- Celebrate success!!!