

The The PTA membership chairman/vice president works with the membership committee to plan the annual membership campaign. The membership chairman/vice president is responsible for creating and implementing a membership plan, promoting membership throughout the year, collecting dues, and distributing membership cards.

Obtain (from predecessor and unit president) and study the procedure book and other materials related to performing the duties of membership chairman/vice president:

- Membership campaign plans from past years, including goals, themes, calendars, budgets, final membership numbers, etc.

Download or obtain the Membership section of the California State PTA *Toolkit* to learn the basics of PTA membership, responsibilities, campaign planning and available resources.

Contact council or district PTA for current membership information, due dates, incentives and awards offered.

- Attend PTA training designed for membership chairmen/vice presidents.

Meet with the membership committee, appointed by the president-elect, before the beginning of the school year. Work closely with the school principal, the unit president and the membership committee members.

- Suggested committee members could include: principal, treasurer, teacher, hospitality chairman, public relations/publicity coordinator, room representative coordinator and students (essential in a secondary PTA).

## Developing a Membership Plan

With the membership committee:

- Set attainable membership goals for the year.
- Develop a membership theme, if appropriate.
- Create a year-long calendar of membership events. Include due dates set by council and district PTAs for remittances, and for awards and incentive.
- Develop a budget to support your membership plan projects and events.

A successful membership plan will:

- Attract new members and retains previous members;
- Develop an outreach component within the campaign for underrepresented groups by tackling barriers to involvement such as language and culture;
- Include a student, teachers and staff involvement element in the campaign.

Resources are provided to support a successful membership campaign.

- Membership envelopes are available for collection of membership dues. Contact the council or district PTA to order envelopes for a nominal cost.
- Membership cards are also available to you through your council or district PTA. There is no charge for membership cards. Develop a plan to ensure that each member of your PTA receives a membership card.

Present the membership plan to the executive board for approval.

## Implementing the Membership Plan

- Announce the membership plan and theme.
- With permission from your principal, include membership information in the first day packet or at school registrations.
- Create a membership kick-off plan which could include an invitation to join letter, outlining the accomplishment and benefits of PTA. Letters, with membership envelopes, can be sent home with students. Translate invitations as needed. The membership kick-off plan could also include a special kick-off event.
- Encourage the return of all envelopes, full or empty, by recognizing all students for their efforts.
- Use a membership theme to create visually enticing invitations to join PTA. Promote the theme through events and incentives.
- Distribute special invitations for all teachers and staff.
- Promote PTA membership through social media sites, email invitations, texts, etc.
- Regularly promote membership in your PTA or school newsletter and website.
- Set up a PTA membership table at school and community events.
- Create a welcome packet for new families who come to your school during the year. Include an invitation to join and a calendar of PTA events.
- Invite past PTA leaders, past administrators and teachers, past school staff members, past Honorary Service recipients, community leaders, local businesses, elected officials, librarians, crossing guards, after school program providers—INVITE EVERYONE TO JOIN PTA!
- Report membership progress at all PTA meetings

## **Collecting Membership Dues**

Determine your PTA dues amount; it is listed in your local unit PTA bylaws. See [Membership Dues](#), California State PTA *Toolkit*.

### **Dues collection:**

- Work with your school principal to establish the best process for collection of membership dues envelopes without taking away from valuable classroom time.
- Collect membership envelopes promptly. PTA leaders are responsible for membership dues, not school staff.
- Members should fill out their name and contact information on the membership envelope for PTA use.
- Use PTA financial procedures for counting and depositing money. Assign at least two people to open membership envelopes and count membership dues; one should be a financial officer.
- Ensure that per capita is forwarded through PTA channels regularly—at least monthly.
- Retain membership envelopes for one year.

### **Distributing Membership Cards**

- Membership cards can be obtained from the council or district PTA. Request additional membership cards as needed.
- Fill in the membership cards using an available template and your computer printer. PTA EZ™ and Just Between Friends also have online membership templates. Membership cards can also be completed by hand.
- Every member should receive a membership card. Remember: one dues payment=one membership card=one association vote.

### **Ongoing Responsibilities**

- Give a regular membership report to your PTA.
- Maintain a list of members, updating as new members are enrolled. Provide copies to the unit president and secretary.
- Promote current member benefits to give added value to PTA membership.
- Make an effort to qualify and/or apply for available membership awards to recognize and honor your PTA for membership efforts.

01/2013