



Membership Strategy Kit

2011/12

Table of Contents

Message to Membership Chairman	3
Membership Standards	4-5
Getting Started	
Prepare	6
Set Your Goals	6-7
Select A Theme	7
Prepare A Plan of Work & Budget	8
Prepare Membership Cards	8
Keep A Membership Roster	9
Dues and Fundraising	9-10
Recruitment & Member Retention Efforts	
Set Up Membership Tables and Displays	11
Possible Membership Incentives	11-12
Get the Word Out Again and Again	13
Membership Philosophies.....	13
Sample Recruitment Letters	
General	14
Teachers	15
Renewing Members.....	16
Kindergarten Parents.....	17
Community Members.....	18
Mid-year Appeal.....	19
Calculating Membership Percentages.....	20
Membership Achievement Awards.....	20
Objectives/Strategies Forms (includes sample)	21
Membership Envelope Order Form	22
Local Unit (Dues) Remittance Form	23
Membership Honor Roll Award Application.....	24
Membership Card Order Form	25

MESSAGE TO THE MEMBERSHIP CHAIRMAN

Congratulations on being selected to serve as Membership Chairman!

You will be chairing one of the most important committees in your PTA. Your work in representing your unit's members within the PTA and in the community at large ensures that all voices are heard. Your endeavors in maintaining and increasing the number of members help make the PTA's collective voice even stronger in advocating for children and youth.

We hope this **Virginia PTA Membership Strategy Kit** will be a useful tool in helping you prepare and run an effective membership campaign. Doing so will ensure you are successfully able to maintain and increase your membership. An effective membership campaign combines a coordinated membership drive with the characteristics of good PTA standards. You can find many more resources at National PTA website (www.PTA.org), Virginia PTA website (www.vapta.org), and at a number of PTA county/city council websites.

The 2011/12 membership theme is **Be In The PTA**. Encourage your parents, teachers, students and communities to "Be In" and join the PTA. Membership campaign resources will be available by July 15 on our website.

Call on us if you need us! The Virginia PTA State Office is located at 1027 Wilmer Avenue, Richmond, VA 23227-2419. You can call us there at (804) 264-1234 | 1-866-4VA-KIDS (toll free) | (804) 264-4014 – FAX or email us at info@vapta.org. You can also contact Rebecca Poma, Virginia PTA Membership Committee Chair at (540) 746-3541 or membership@vapta.org.

Thank you for your continued efforts in recruiting members for the oldest and largest child advocacy organization in the country. You have an important job. Best of luck!

The Virginia PTA Membership Committee

Please note: For the sake of brevity only, we have used "PTA" to mean any PTA or PTSA.

MEMBERSHIP STANDARDS

There are certain standards in PTA membership that are wise to safeguard. These standards are set to ensure a fair and correctly run membership campaign.

The focus of any PTA membership campaign is two-pronged: increase public awareness of the purposes and mission of PTA and to increase parent/family/student/community partnership in furthering those goals.

Year-round communications and activities should be planned to involve and enroll new members and to keep members informed about PTA actions locally, statewide and nationally.

PTA membership should never be used to exclude any student or parent from participation in a school or PTA activity. Reduced fees for PTA-sponsored activities, however, may be made available to PTA members as a recruitment incentive.

Every individual who joins your unit must receive a membership card, one member per card issued.

Virginia PTA and National PTA portions of dues are included in every PTA membership. Currently, that amount is \$3.25 per year per member (\$2.25 for National and \$1.00 for State). National and state dues are paid per member by each unit. Every local unit is considered a separate entity and receives the same level of support services from PTA.



Membership dues should not be discounted – there is no such thing as a “family membership”. Every membership costs the same amount.

The dues amount for your unit is determined by a two-thirds majority vote of members at a general membership meeting called in accordance with your unit bylaws. It is good practice to set dues high enough to cover a significant portion of expenses to carry out the PTA’s mission and goals.

Members of your unit are not added to state or national membership totals until dues are received in the state office, therefore, it is extremely important to adhere to the following dues payment deadlines:

- **December 1** (members joining since July 1)
- **March 1** (members joining since December 1)
- **June 30** (members joining since March 1)

Keep your membership records on file at *Just Between Friends*. For instructions on using this valuable resource, see pta.org. You should be able to get the password to your school’s JBF account from the previous officers.

Your PTA membership roster is confidential. It cannot be released to outside agencies or organizations. However, in accordance with state and local PTA bylaws, it must be made available to Virginia PTA upon request.

A PTSA (Parent-Teacher-Student Association) may be formed in any secondary schools. Detailed information on changing from a PTA to a PTSA is posted at www.vapta.org.

Memberships are effective from the time of receipt (after June 30) until October 31 of the following year. When filling out your 2011-12 membership cards, the expiration date should note October 31, 2012.

Each local unit operates under its own bylaws. Memberships are not transferable from one PTA unit to another. But members are encouraged to join each PTA in each of their children's schools.

Membership-ology

(n.) the study of member happiness;

(v.) the ability to recruit and retain members;

(n.) the belief that an increase in members
leads to power for our children.

GETTING STARTED

1. Prepare

Read the “PTA Membership Quick-Reference Guide” provided by National PTA in your “Back to School Kit.”

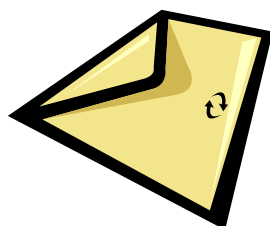


Meet with the previous membership chairman. Find out what worked and what didn't work. Get suggestions for timelines to follow, how to work with the staff, what events generate membership interest and which ones didn't, themes that have been used, suggestions for people to sit on your committee. Learn from the past so you can plan for the future.

Obtain the procedure book from the past chairman. If there is not one, begin one. A procedure book should contain your committee's plans for the year, a budget, list of expenses and year-end evaluation. It should also have copies of print materials used, notes from meetings, information on the projects conducted, volunteer contacts—in short, copies of everything you do during the year. Organize your procedure book by month or by topic, whatever works best for you.

Meet with your PTA president, principal, faculty reps and PTA board to discuss goals, thoughts and ideas.

Attend trainings offered by Virginia PTA, National PTA, district and/or council. Virginia PTA hosts the Leadership Training Conference (LTC) every July. It is a two day conference that covers all aspects of PTA leadership, including training for officers and committee chairs and tools you'll need to be an effective manager. Many PTA districts and councils also offer training within their geographic areas. The dates of these opportunities will vary.



Order membership envelopes. Attending LTC? You can purchase envelopes at LTC. Or you can order by calling the State PTA Office. You are not required to use these envelopes for your recruitment efforts. However, they save a great deal of work because all the information you might collect from a member is included in the fill-in spaces.

Form a committee that is broadly representative of your membership. Reach out into your community to assure inclusiveness. At your first meeting, you may want to select a secretary and a vice chairman. You may wish to invite past presidents or membership chairs to your first meeting to share thoughts and ideas. Allow for open discussion of the successes, shortfalls and ideas for improvement. Brainstorming with others is always a very effective way to create new ideas.

2. Set Your Goals

Two goals of PTA are to build an informed, active membership that supports the purpose, mission, objects, policies, and programs of the local, state and National PTA; and to be aware of the local community's concerns about matters that affect the well-being of its children.

Your membership goals might include:

A. Increasing your membership by 10% or reaching 100% membership.

- B. Reaching out to your entire community to be more inclusive. How will your PTA involve grandparents, non-English speaking families, citizens without children in the schools?
- C. Expand the boundaries of your communications. Inform the community - not just parents - of the important work of PTA and its impact in terms of quality of life, property values, workforce preparation, etc. Put materials and membership envelopes in libraries, doctors' offices, etc.

Make your goals realistic and attainable. Limit the number of goals from two to five.

3. Use the Theme

While not essential, a membership campaign theme can create interest, encourage others to join in, and be fun! Our 2011-2012 state membership theme is **Be In The PTA**.

4. Prepare A Plan of Work

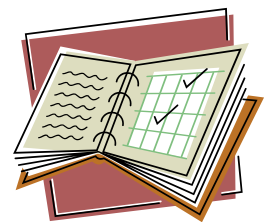
Your Plan of Work is your map to chart your course for the entire year. Most local unit bylaws include requirements for committee work to be approved by the board or executive committee. Be sure to read your local unit bylaws for the details on when to submit your plan of work and the approval process.

Create your objectives. What do you want to accomplish? Exactly what will your committee work towards this year? Examples:

1. To inform prospective and current members of what PTA is and does.
2. To renew current members.
3. To reach out to new prospective members. What strategies will you use to reach these objectives? Develop one or more strategies for each objective. Use the enclosed **Objectives/Strategies Form**.

Set your calendar for your plan of work.

1. Include all activities your committee has planned.
2. List each activity or membership project. Remember, membership is a yearlong program that doesn't end when recruitment is complete. A membership chair has a responsibility to ensure that members are being served by their local unit - members should be informed regularly about PTA activities and issues, whether local, statewide or national in scope; programs that address local concerns should be planned with input from the membership committee. Include communications and member activities in your planning.
3. List who is responsible for each activity.
4. Set dates to begin and complete each activity and for membership committee meetings.
5. Use the enclosed Membership **Plan of Work Calendar Form**. Write everything down on this form. Put it in writing and share copies with all committee members to make everyone's responsibilities and the time lines clear. It allows you, as chairman, to support your committee members by reminding them and offering assistance to complete their duties.



5. Develop a Budget

Now that you have set your goals, objectives, strategies and activities for the year, you should be able to develop a budget based on your true needs. Once complete, give copies to your treasurer and president for inclusion in developing your local unit's proposed budget.

6. Prepare Membership Cards

Cards are sent to the local PTAs (at the school's address) in August. Membership cards will be distributed to local units based upon the membership of the local unit as of April 30, 2011. It is incumbent upon the membership chairman to get your unit's membership cards from these mailings. Local units are not charged a fee for the initial supply of membership cards; the cost is paid out of the national portion of membership dues. However, a fee may be charged by Virginia PTA to replace lost or misplaced membership cards.

We provide a template on-line to help you print your PTA unit name, the expiration date (October 31, 2012) and your Local Unit Identification Number on the cards. Your Local Unit Identification Number is assigned by National PTA and appears on all mailing labels to presidents from National and Virginia PTA. **Be sure to test the printing alignment on plain paper before attempting to print the actual cards.** Of course, you may hand write or use a stamp to put this information on the membership cards.

The simplest way to print your cards is by utilizing *Just Between Friends*. For more information about this program, go to www.pta.org.

Membership cards are your members' proof of membership. They must have membership cards to be eligible to vote at your local unit, council and district meetings and at state and national conventions.

If you run out of cards, you may order more from the state office. All requests for additional membership cards **must be on the Membership Card Order Form**. The form can be mailed, emailed or faxed to the state office. A dues payment for current members will be required for additional membership card requests made prior to December 1.

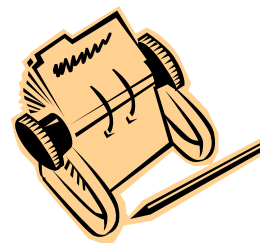
7. Keep A Membership Roster

You must keep an accurate roster of your members. National PTA or Virginia PTA can ask you to present your membership list at any time.

The simplest way to maintain a membership roster is by utilizing *Just Between Friends*. More information on this program can be found at www.pta.org.

Give a copy of your list to your PTA president and secretary. Be sure the roster agrees with the number of memberships your treasurer has calculated from dues received. Your list must be available at all PTA meetings; it is used to verify current members who have the right to vote.

Your membership list is strictly confidential. Membership lists may not be released to outside interests, agencies or organizations. Keep this in mind as you develop corporate partnerships to further PTA goals. For example, the PTA may enlist an investment firm to give a talk about financial planning for college. The company might offer to provide this advice at no charge IF the



PTA supplies a copy of their membership list. This is NOT acceptable. However, the presenter is free to collect contact information from the meeting attendees if they supply it.

Use your membership roster to verify that board members and nominees for office are current members of your local unit, as required by your bylaws.

PTA memberships may be given as gifts, but **only with the permission of the recipient**. The recipient's name and contact information must be included in the unit's membership roster. It may seem generous, even appropriate, for someone to buy PTA memberships for underprivileged families in the school and ask a counselor or other school staff member to distribute the memberships to deserving families. This is NOT an acceptable practice; the staff may not release the names of those families AND your unit has not received their permission.

8. Just Between Friends

This is an on-line membership data reporting system developed by National PTA and implemented in 2006-07 for PTA units in Virginia. We strongly urge all local units to use this great resource. If your unit has not begun using *Just Between Friends*, contact the state office for information and assistance. Further information and tip sheets can also be found on the state website at www.vapta.org.

9. Dues and Fundraising

Check with your unit president and/or secretary for the approved amount of your dues to be collected per member. Work with your treasurer to develop an acceptable procedure for collecting and depositing membership dues into the PTA bank account. Check to make sure that the amount of dues received balances with the number of members on your membership list.



Complete the Local Unit Remittance Form (Section VI of the VA PTA Local Unit Resource Guide) with your treasurer. Your treasurer must sign it and send the state and national portion of dues (\$2.75 per member) to the state office. Virginia PTA will then forward dues to National PTA. Dues must be remitted to the state office and **postmarked on or before December 1 for you to be considered a "Local Unit In Good Standing."** Refer to page 5 for additional deadline information. To ensure that dues are received on time, set your deadlines accordingly.

The state and national portion of your dues do not belong to your PTA unit and should never be recorded as part of your income.

If your unit's membership dues are less than \$4 per member and you conduct fundraisers to bring in needed revenue, it may be time to consider increasing dues. Some food for thought:

- *PTA's primary means of support should be membership dues.* In many communities these days, with public funding for education being more and more limited, schools often turn to their PTAs for funding of programs or activities, such as field trips or school supplies. Fundraising may seem like the easy answer, but keep the big financial picture in mind. Instead of the PTA assuming responsibility for an expense, see if there's a way to reduce or eliminate the cost and reduce the fundraising responsibility of your unit.
- *Are there items in your PTA budget that could be reduced or eliminated?* Take field trips, for example. A perfectly legitimate expense for PTAs since they enhance the classroom curriculum. Would it be less expensive and easier for the school to collect a fee from each student than for the PTA to conduct fundraisers to pay for them outright? How about class

picnics or other social events? These are prudent alternatives to consider as you plan your budget and fundraising activities. You may not want to make any changes, or you may find new ideas that will work.

- *Would dues of \$5, \$6 or more actually cost less than the fundraisers all year long?*
- *If your unit only keeps 50¢ or \$1 of local dues, how many fundraisers are you forced to do to meet income expectations and carry out your purposes?*
- *Are your activities meeting the IRS criteria of 85% non-fundraising vs. 15% fundraising (roughly three non-fundraising events to one fundraising activity)? For every activity or project that involves payments from your community, are you sponsoring three that involve no cost?*
- *When was the last time you raised dues?* There have been two national dues increases in recent years. Have your dues been raised to reflect the shifting of revenue to the National PTA? If you're getting 80 -100% membership with dues of \$3.50 or \$4.00 a year, it is very likely your general membership would approve a dues increase.
- *Are your dues low enough that potential members wonder what benefit they could possibly get?* There is research that supports this theory. If something only costs \$3 or \$4 for a whole year's benefits, are they really something of value?

Each PTA member pays Virginia PTA dues of \$1.00. The Virginia PTA uses these funds as the principal means of financing the state office and programs throughout Virginia. Dues are used to provide:

- Advocating for our children throughout Virginia
- Local unit mailings and resource materials, including *The Bulletin* and *PTA Voice*, and the Virginia PTA web site (www.vapta.org)
- Leadership training and assistance
- State office operations and personnel
- Representation through resolutions at state convention
- Legislative representation in Richmond
- Representation through Virginia delegates at National PTA convention
- Information and support for National PTA programs and projects
- PTA representation on various state boards and councils addressing special education, gifted and talented programs, career education, teacher education, sports leagues and more

Each PTA member pays National PTA dues of \$1.75. Membership dues are the principal means of financial support that allows National PTA to provide:

- Advocating for children and families nationwide
- Ideas, resources and information to every PTA, including ***the new Quick-Reference Guides***, *Our Children* magazine, the National PTA web site (www.pta.org)
- Programs and projects, such as Reflections (the annual arts recognition and achievement program), Parental Involvement School of Excellence Certification Program, Phoebe Apperson Hearst Excellence in Education Partnership Award
- Legislative representation in Washington, DC.
- National PTA office and support personnel
- Representation on panels, boards and commissions throughout the country
- Leadership training and organizational information
- Training and support materials for parenting skills, child safety, after-school programs, bus safety, ethnic diversity, family communications, needs of disabled students, Hispanic outreach and Spanish-language materials, alcohol and drug abuse prevention programs and much more

RECRUITMENT & MEMBER ADVOCACY EFFORTS

Set Up Membership Tables and Displays

Set up a table at as many school functions as possible - open house, Back-to-School Night, student and/or parent orientations, parent-teacher conferences, locker night, student registration events, assemblies or performances, etc. Consider asking local retailers if you can set up in front of their store(s). Make them noticeable with banners, balloons, signs, etc.

Have several people staff the tables and be sensitive to the personal needs of the volunteers on duty. Make sure you schedule volunteers so that people can participate in the event or orientation.

Use social networking and other media sources. Consider facebook, twitter, email distribution lists, google groups, etc to get information to your members.

Have membership cards, cash box, membership sign-up forms (don't forget to ask for email addresses!), pens and envelopes on hand. Make it as quick and easy as possible for members to join. Have promotional materials available. Set out information on PTA, including brochures and pamphlets.



Keep your committee members informed of National PTA and Virginia PTA activities and programs so that they can explain the purpose of PTA to new members.

Ask the principal if you can use a bulletin board or display case to promote PTA membership and benefits.

If your PTA sponsors a welcome-back for faculty, be involved. One PTA blew up the membership envelopes to placemat size and asked faculty and staff to fill the “place mats” out and turn them in as they left. Many units host a coffee and have PTA volunteers serving. This is a good chance for PTA leaders to meet teachers one-on-one, to publicize your activities and procedures, advertise your budget, ask how PTA can support the teachers and curriculum—an excellent communications opportunity!

Possible Membership Incentives



Popcorn, pizza or popsicle (or a fruit and cheese snack) party for the class in each grade with the highest percentage of members.

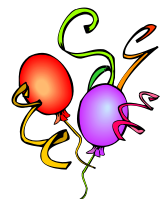
Sticker for every member who signs up - it can be worn at Open House, Back-to-School nights, etc., like the “I Voted” stickers we receive on Election Day.

Special treat for staff when they reach 100% membership - breakfast, after-school snack, lunchtime desserts, banner in the lobby or signs by the classrooms, press release to local papers, etc.

Coupons donated by local merchants for free food, entertainment, programs, etc.

PTA pencils

Wallet card listing National PTA Member Benefits



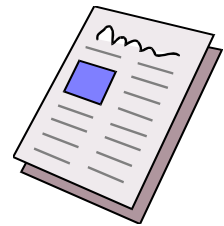
Balloons with the PTA logo for the students

Make arrangements with local merchants to offer discounts to PTA members who present their membership cards at participating businesses.

Get the Word Out... Again and Again

Send invitation letters home the first week of school, if not sooner. Ask your principal if materials can be included with teacher-assignment letters before school opens. Extend special invitations to former PTA officers and members whose children no longer attend the school. Display membership posters throughout the community. Work closely with other committee chairmen, such as publicity and programs. Read National PTA's *Annual Resources for PTAs* to get more ideas on membership publicity.

Remember that PTA membership is a yearlong program that doesn't end when your recruitment efforts slow down. Keep up on activities and programs of National and Virginia PTA. Know and advertise the purpose of PTA. Know what your PTA has accomplished and what plans it has. Let everyone know about the wonderful work PTA does. You can download reproducible materials from the PTA web site (www.PTA.org) to distribute to parents: Programs to Go, bus safety fact sheets, healthy-kids tips in English and Spanish, *Our Children* newsletters and much more. Go to the web site, select the topics of most interest to your community, download the file(s), and start copying! You don't have to be a writer or editor to keep your members in touch with PTA.



An excellent way to maintain ongoing communications with your members is via the Internet. National and Virginia PTA offer free e-newsletters to all PTA members. Encourage members to visit the National PTA website for a vast collection of materials that coincide with PTA's mission and purposes, as well as access to discounts from national companies.

Your PTA may be able to provide welcome kits that could include a folder with school information, pencil, PTA information, letter inviting members to join, and membership envelope. You can keep them in the school office or guidance office for families of new students.

Finally, think about conducting informal surveys of parents and/or PTA members. Surveys are excellent marketing tools for a variety of reasons. When you take the time to ask how your parents/members feel about your organization, you send a powerful message that you are inclusive and care about their opinions. It is an organized way to get their input. Surveys allow organizations to demonstrate a willingness to serve their constituents. When you implement an idea based on the survey, it's always a good idea to publicize it with "...as a result of our survey, we have...". A survey could be done annually or when a new slate of officers is elected. Send it out any time during the year - at the beginning to help determine which after-school programs or meeting speakers you should emphasize; at the end of the year to see how you did and what your goals will be for the upcoming year; or in the middle to see if parents are aware of what PTA has been doing. (Some samples of possible surveys, along with cover letters, are included in this guide beginning on page 30.)

Some Membership “Philosophies” OR Things to Think About....

- Have you shared PTA Purposes and Mission with members and potential members? Or does your PTA “story” end at the school doors?
- Do your members know who Phoebe Apperson Hearst and Alice McLellan Birney are? Do you?
- Who is the National PTA President?
- What drives your PTA income—the amount of membership support or the amount you take in from fundraisers?
- How often does your PTA communicate with members each year without asking for something?
- Do your members realize they’re automatically members of Virginia PTA and National PTA when they join your local unit?
- PTA is the oldest and largest volunteer association working exclusively on behalf of children and youth with nearly 400,000 members in Virginia alone.
- Does your PTA unit send at least one delegate to the annual Virginia PTA and/or National PTA conventions? Do you have a delegate who attends your local council meetings? Is your unit represented at the annual district meeting?
- How does your PTA determine topics of interest for meetings, workshops, seminars and programs?
- How do you decide budget priorities (i.e., where PTA is spent)? Do members have input?
- What have you and your PTA done for your members lately? Do they know about it?
- What is your membership renewal rate—what percentage of last year’s members re-join, excluding those who’ve left the school?
- Why don’t members renew? How do you know?
- How many members do you personally talk with about PTA issues during a given month? Is it enough when compared to the total number of members in your school?
- Can you cite a position taken, or resolution adopted, by your county council, state or National PTA in the last 12 months? If not, how can your members know where their association stands?
- When does your membership recruitment and retention program end? (There is ONE correct answer that is not a month.)
- How do you thank members?
- Do you take advantage of PTA’s reproducible materials to maintain contact with members?
- Is the PTA logo prominently displayed in your communications with the community?

SAMPLE RECRUITMENT LETTERS

On the following pages are samples of letters you can adapt for local use. As you read them, note how the emphasis is different for each. This is deliberate: the appeal to a teacher will be different than one written to the parent of a new kindergarten student. The purpose of having a variety of letters is to address the concerns of the varied audiences that exist in your community, not just your school.

Notice the different uses of the PTA logo. Incorporate the logo with your unit name and include it on all PTA materials.

Consider writing letters for each grade level in your school. For example, think about what's important to the families of third graders (maybe their first SOL tests), how the PTA supports third grade families (test-taking strategies workshops, opportunities to socialize with other students, funding curriculum materials that support classroom instruction) and how PTA membership guarantees these efforts (more membership support means fewer fundraisers and more PTA emphasis on education). Begin your letter "Dear Third-Grade Parent," customize one paragraph, and make enough copies to insert in the third grade students' teacher assignment letters.

What might appeal to new middle-school parents? Does the PTA help them with the difficult transition years from elementary to high school? How?

Today's PTA member isn't going to read your mass-copied, impersonal "Dear Parent" letters. With computers in most homes, personalization of some kind is both easy and affordable for nearly all PTAs. You don't have to print each letter; customize your master and copy it onto PTA letterhead. Have each one hand-signed; volunteers can help with this. Letters do not have to come from the PTA president or the membership chair; consider "testimonial" letters from PTA members or teachers or volunteers or other community members.

Be creative. Try something new. Think "outside the box" instead of doing things the way they've "always been done." Address the specific issues of concern in your community, demonstrate how PTA is indispensable to the community, and PTA membership will "sell" itself.

SAMPLE – RECRUITMENT LETTER FOR TEACHERS



1027 Wilmer Avenue, Richmond, VA 23227
(804) 264-1234 or toll free 1-866-4VA-KIDS
Web site: www.vapta.org

Dear (name):

The (name) School PTA, like you, is embarking on a new year full of promise and high expectations for success. Parents and teachers work together to improve the lives of children and youth through programs and projects sponsored by our PTA. We know very well the impact of either group not being fully involved in the process of educating children. That is why ABC PTA invites you to become a member today.

Here in (name) County/City, the PTA is working hand-in-hand with teachers' associations to improve salaries, reduce teacher/student ratios, and give every teacher the tools they need to succeed in the classroom. Nationally the PTA is working with legislators and education officials to increase funds for schools and IDEA. PTA has taken a position against high-stakes tests that have become a requirement for graduation and advocates the use of tests only as assessments of the effectiveness of instruction. PTA supports improved arts education programs, comprehensive health programs, funding for PE programs, and increased parent involvement. In short, the PTA is constantly working to improve our public schools and the tools made available to our teachers.

Please take a moment now to consider the invaluable role PTA has played in public education. For over 100 years PTA has encouraged the partnership that studies have validated time and again—teachers and parents, working together, mean better-educated students.

Your membership support now will help ensure the continuation of this century-old alliance. It will add yet one more voice to the nearly 6 million nationwide that continue to speak for every child...with one voice.

Thank you for your consideration and for all that you do every day for the children at (name) School.

Sincerely,

(name)
Membership Chair

SAMPLE – RENEWAL LETTER



Dear (past member's name):

On behalf of the PTA and the community here at (name) School, I want to thank you for your past support of the PTA. Because of you and ### other members, (name) PTA was able to speak for every child with one voice during the 2007-08 school year. Here are just a few of the ways your PTA put membership contributions to work:

- We sponsored the first-ever “Celebrating our Many Heritages” festival. Over 250 people attended the event, which featured foods from over 30 countries, music and dancing, and a fashion show that showcased our students in clothing styles from their families’ ethnic backgrounds.
- With Virginia and National PTA, we adopted a “healthy lifestyles” resolution and will be supporting a variety of initiatives to promote healthy eating, improved exercise and increasing public awareness of the benefits of healthy lifestyles to combat childhood obesity.
- PTA sponsored tutoring programs to benefit the reading, math and social studies skills of our students, as well as after-school programs that included a chess club, Odyssey of the Mind, Spanish club and Mad Science.
- (name) PTA meetings featured programs aimed at helping parents be better advocates for their children. Topics such as “Avoiding Homework Hassles,” “Test-Taking Strategies,” and “Keeping the Lines of Communication Open” were welcomed by dozens of Virginia School families.

This year plans to be just as productive for our PTA. We’re working on scheduling speakers to cover some of the healthy-lifestyles initiatives as well as a program to address bullying—how to spot it and how to prevent it. We’ll again be sponsoring school field trips, curriculum enhancement materials, safety patrol training and student social activities—the play, school dance, talent show and more.

I hope we can count on your membership support again this year to make these plans a reality. And, don’t forget that local members make possible the work of National PTA on behalf of children and education throughout the US.

Thank you for your consideration and for all that you do every day for the children at (name) School.

Sincerely,

Membership Chair

SAMPLE – KINDERGARTEN RECRUITMENT LETTER



Dear New Kindergarten Parent,

I am honored to welcome you to the (name) School. Having been a parent of two (name) School students for the past six years I can assure you that there are many opportunities for both you and your child within this community. One is the opportunity to be a member of the PTA (Parent Teacher Association).

The PTA, nationally and here in our town, is committed to bringing home and school together. PTA promotes the welfare of children throughout the community, works to secure laws for the care and protection of children and youth, and seeks to develop united efforts between educators and the general public so that children have the highest educational advantages. I have enclosed a membership form and encourage you to join the PTA. Everyone is welcome and each member has a voice.

Also included is information about the school supplies sale PTA sponsors each year. You may buy these pre-packaged, name-brand supplies for your child. They are teacher approved--assembled from the lists our teachers have provided for next year.

Again, welcome to the Virginia School. I look forward to working with you on behalf of our children throughout the year. Please call on any PTA representative with questions you might have about the PTA-Virginia School relationship and how you can become part of this successful partnership—parents and teachers working together for children.

Sincerely,

(name)
PTA President
Virginia School

P. S. Questions or comments? Email me at ***Emailaddress@pta.com*** or call me at 703/123-4567; leave correspondence for any PTA representative in the PTA mail box in the school office.

SAMPLE – RECRUITMENT LETTER FOR COMMUNITY



Dear Neighbor:

The (name) PTA is embarking on a new year full of promise and high expectations for success. PTA's Purposes for over a century have been:

- To promote the welfare of children and youth in home, school, community, and place of worship
- To raise the standards of home life
- To secure adequate laws for the care and protection of children and youth
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

That is why (name) PTA invites you to become a member today.

Here in (name) County/City, the PTA is working hand-in-hand with teachers, parents, the school board and our board of supervisors to ensure these purposes are carried out. While you may not have children in our schools who benefit directly from PTA programs, the PTA's efforts have an impact throughout our community. When parents are involved in their children's education, the children are more likely to succeed. When children are more successful in school, they are more likely to avoid drugs, gangs and other behaviors that harm themselves and their neighbors. Successful students are more likely to attend college and become valuable members of society, making our community more vibrant and keeping property values high.

Please take a moment now to consider the invaluable role PTA has played in public education. PTA has encouraged the partnership that studies have validated time and again—communities working together on behalf of children mean better-educated students.

Your membership support now will help ensure the continuation of this century-old alliance. It will add yet one more voice to the nearly 6 million nationwide that continue to speak for every child...with one voice. We look forward to including you as a member of (name) PTA.

Sincerely,

(name)
Membership Chair

SAMPLE - MID-YEAR APPEAL



Dear Parent:

As the school year comes up on its halfway-mark, your PTA remains ready to serve the needs of children and families here in <<our community>> Virginia. The General Assembly session is underway and Virginia PTA is busy tracking bills that potentially impact families and education needs throughout the commonwealth, ready to alert members to take action as needed. Many local governments are facing budget dilemmas, and county and local PTA representatives are following their work to help ensure adequate funding for the needs of families and education.

In addition to these immediate legislative activities, PTA leaders help organize school activities and raise money for field trips, special supplies and books, and classroom materials to supplement the school curriculum. Fundraisers have become one way for PTA to supplement local tax revenue, but membership contributions are still the backbone of PTA—locally, nationally and statewide.

Your membership support for PTA now helps guarantee a revenue stream that flows right up to the National PTA. It makes possible the lobbying efforts being made to ensure sensible, multi-faceted assessments of student achievement (not just a single, high-stakes test to permit a child to graduate). National PTA lobbying efforts are also at work to increase federal education funds to cover costs of IDEA (Individuals with Disabilities Act) as well as the increased financial burden on state governments prompted by the No Child Left Behind Act. National PTA efforts provide training for local PTA leaders to give them the skills they need to represent the needs of your children to their fullest potential.

Joining PTA now will ensure the vitality and future of our country's largest child-advocacy organization. When you make PTA strong, we're able to work towards a stronger, better-financed system of public education, which, in turn, helps keep our communities healthy. PTA membership pays direct benefits to you and your family as well. Whether your local PTA unit is providing additional books for your school library or you're taking advantage of the PTA member discount at Barnes & Noble, a contribution to PTA really means value.

I encourage you to join PTA today. For more information, or to see what PTA is doing for families, check out PTA.org and VAPTA.org on the web, or get in touch with your local PTA representative (below). Thank you for your time. I hope we can count on you to support PTA's critical mission.

Sincerely,

(name)
Membership Chair
(name) PTA

CALCULATING MEMBERSHIP PERCENTAGES

- To find your MEMBERSHIP PERCENTAGE:** First, ask your school secretary for your student enrollment (also known as the ADM, reported to the State Department of Education) as of September 30. Membership percentage is based upon your current year's membership divided by your student enrollment x 100.

Examples: 450 PTA members
 ÷ 350 students (ADM)
 1.29 X 100 = 129% membership

 150 PTA members
 ÷ 200 students (ADM)
 .75 X 100 = 75% membership



* *Superior Awards are given to those local units with the largest percentage membership in each division.*

- To calculate your MEMBERSHIP INCREASE:** First, find your total membership for the previous year as of June 30.

Membership increase is based upon last year's total (as of June 30, reported to Virginia PTA). The total is subtracted from your current year's total. You then divide the difference by last year's total and multiply by 100.

Example: 200 PTA members this year
 - 150 members from last year's total
 50 additional members this year
 ÷ 150 members from last year's total
 .33 X 100 = 33% membership increase

* *Outstanding Awards are given to those local units with the highest membership increase in each division.*

MEMBERSHIP ACHIEVEMENT AWARDS

Each year, Virginia PTA recognizes those local units who excel in membership achievement. Superior Awards, Outstanding Awards and membership pins are offered to local unit PTAs. Districts and Councils are also recognized.

DIVISIONS

Local units are grouped into seven divisions according to student enrollment:

Division 1 - 1 to 299
Division 2 - 300 to 399
Division 3 - 400 to 499
Division 4 - 500 to 599

Division 5 - 600 to 699
Division 6 - 700 to 999
Division 7 - 1000 & above

SUPERIOR AWARDS

Recognition of the **largest percentages of membership** in each division according to their June 30 totals.

Local units in each division with the largest percentage of membership receive plaques.

Second and third place winners in each division will also be recognized.

These awards are presented at the Virginia PTA Convention in November.

OUTSTANDING AWARDS

Recognition of the **largest percentages of membership increases** in each division according to their June 30 totals.

Local units in each division with largest percentage membership increase will receive plaques.

Second and third place winners in each division will also be recognized.

These awards are presented at the Virginia PTA Convention in November.

MEMBERSHIP ACHIEVEMENT CERTIFICATES and PINS

Presented to those local units who achieve **100% or more unit membership** by June 30, based on the September 30 student enrollment (ADM).

The certificates and pins are presented by District PTAs at their annual meetings in the spring for units who qualify by March 1. Units who qualify between March 1 and June 30 will receive their certificates and pins at LTC in July.

MEMBERSHIP HONOR ROLL AWARD

Certificates presented to those local units who meet the standards listed on Membership Honor Roll Award application (page 29). Certificates will be awarded at LTC in July and units will have their name posted on the 'Membership Honor Roll' on the Virginia PTA website @ www.vapta.org.

DISTRICT AND COUNCIL AWARDS

Virginia PTA districts and city/county councils may recognize membership achievements with additional awards of their choice.

Date Rec'd _____
Check # _____
Date _____
Amount _____
Date Sent _____

**MEMBERSHIP ENVELOPE
ORDER FORM**

PRICES: \$8.00 per box plus shipping and handling (There are 500 in a box)

Check with state office for postage cost


Please send _____ boxes of Membership Envelopes to:

Please print or type:

PTA/PTSA _____ City/County _____
Name _____ Daytime Phone _____
Address _____
City _____ Zip Code _____
Membership Chair _____ Email _____

Please make checks payable and mail to: Virginia PTA
1027 Wilmer Avenue
Richmond, VA 23227-2419

Please allow at least 2 weeks to process your order

<p>ANNUAL MEMBERSHIP DUES (<i>Gastos Anuales</i>) ALL-INCLUSIVE MEMBERSHIP (<i>Todo Incluido</i>) (National, State, Local) (<i>Nacional, Estado, Local</i>)</p>	
<p>_____ Members at \$_____ per Member (_____ <i>Miembros a \$_____ por Miembro</i>)</p>	
<p>Member's Name (<i>Nombre del miembro</i>) _____</p>	
<p>Member's Name (<i>Nombre del miembro</i>) _____</p>	
<p>Address (<i>Dirección</i>) _____</p>	
<p>Telephone Number (<i>Número de teléfono</i>) _____ Email _____</p>	
<p>Child's Name (<i>El Nombre del hijo</i>) _____</p>	
<p>Grade (<i>Grado</i>) _____ Teacher (<i>Maestro/Maestra</i>) _____</p>	
<p>Child's Name (<i>El Nombre del hijo</i>) _____</p>	
<p>Grade (<i>Grado</i>) _____ Teacher (<i>Maestro/Maestra</i>) _____</p>	
<p>Amount Enclosed (<i>Cantidad Incluido</i>) \$ _____</p>	



LOCAL UNIT DUES REMITTANCE STATEMENT

DEADLINE 12/1, 3/1, 6/30

Date Rec'd _____

Check # _____

Date _____

For units to be in good standing, dues must be received, postmarked by December 1, in the State Office. Membership dues should also be submitted on March 1 for memberships paid on or after December 1, and June 30 for memberships paid on or after March 1.

Effective July 1, 2010, when remitting dues to the State Office, State and National membership dues should be included in one check payable to Virginia PTA in the amount of \$2.75 per individual (National \$1.75/member and State \$1.00/member). It is the responsibility of Virginia PTA to remit dues to National PTA monthly. Please pay council dues directly to the council.

Please mail check and form to: Virginia PTA
1027 Wilmer Avenue
Richmond, VA 23227-2419

Questions: (804) 264-1234

National ID No. _____ EIN No. _____

Complete Name of Local PTA/PTSA _____

School Address _____ City _____ Zip _____

Local PTA/PTSA

President _____

Email _____ Phone _____

Address _____ City _____ Zip _____

City or County _____ PTA District _____

Local PTA/PTSA Treasurer _____ Email _____

Address _____ City _____ Zip _____

Phone _____ Signature of Treasurer _____

Print Name of Membership Chair and email address:

WHEN REMITTING DUES TO THE STATE OFFICE, PLEASE PROVIDE THE FOLLOWING INFORMATION:

This payment covers dues received from _____ to _____

Amount charged for local unit dues per individual is: \$ _____

_____ Number of female members

_____ Number of male members

PTA Founders Day Gift \$ _____

_____ Number of student members

_____ Number of staff/faculty members

Enter the number of members _____ x \$2.75/member = \$ _____ **Total Remitted \$** _____

A COPY OF YOUR MEMBERSHIP LIST IS NOT REQUIRED AT THIS TIME; HOWEVER, IT MUST BE ACCURATELY MAINTAINED BY YOUR UNIT AS IT MAY BE REQUESTED AT ANY TIME.



Deadline: June 30

Rec'd _____

2011-2012 Membership Honor Roll Award

This state recognition is open to all units that reach 75% of their previous year's June 30 membership total by December 1 and meet the following standards. Local units must apply for this recognition by mail to Virginia PTA, 1027 Wilmer Avenue, Richmond, VA 23227-2419, or by email on or before June 30, 2012. Local units that apply and meet the standards will be recognized with a certificate at LTC and will have their names posted on the Membership Honor Roll on the Virginia PTA website at www.vapta.org.

Full name of PTA/PTSA _____

City /County _____ District _____

DUES, MEETINGS, TRAINING, LEGISLATION, PROGRAMS

(must meet all of the following standards)

- _____ 1. Paid State and National PTA dues on or before December 1
- _____ 2. Made supplemental payment of dues for additional members on/before March 1 & June 30
- _____ 3. Issued 2011-2012 Membership cards to all members
- _____ 4. Sent contact information for incoming Membership Chair to State Office by June 15
- _____ 5. Held the number of General Membership meetings as set forth in the units' bylaws
- _____ 6. Membership Chair attended council, district or state training
- _____ 7. Used the Virginia State Membership Theme: Be In The PTA.
- _____ 8. Utilized information in Local Unit Resource Guide (LURG) and Membership Strategy Kit to recruit/retain members
- _____ 9. Represented local unit at the District Annual Meeting
- _____ 10. Participated in the Arts In Education *Reflections* program
- _____ 11. Promoted the Citizenship Essay Contest (required for grades 6 thru 12 only)
- _____ 12. Communicated with membership through newsletters, social networking, emails or flyers
- _____ 13. Encouraged members to subscribe to Virginia PTA's electronic newsletter, the *VOICE*, and/or the Virginia PTA *Bulletin*
- _____ 14. Voted on the 2011/12 VAPTA Legislation Program and sent tally sheet by October 31
- _____ 15. Unit awarded a Life Membership, President's Honor Award, Distinguished Service Award or Virginia PTA Certificate of Appreciation
- _____ 16. Does your PTA membership include: 100% staff membership business/community leaders extended family members

Would you be willing to share your membership accomplishments with other units? _____ Yes _____ No

Signature, PTA President: _____ Date: _____

MEMBERSHIP CARD ORDER FORM

(Please copy this form for future use)

Use this form to request additional cards after your unit's initial supply is exhausted. Units may submit one request for up to 100 additional cards. Subsequent requests, or requests for more than 100 cards, must be accompanied by a membership dues payment (complete the Dues Remittance Form; send with check and this order form).

Complete Name of PTA or PTSA: _____

Type (circle one): Primary Elementary Intermediate Junior High
 Middle High Combined Secondary

Location (City or County): _____

Membership as of June 30, 2010 _____

Current number of members _____

Number of cards remaining _____

NUMBER OF CARDS YOU ARE REQUESTING _____ (Order in increments of 10)

(If this number is over 100, or this is not your first request, have you included your dues payment and Dues Remittance Form?)

SEND MEMBERSHIP CARDS TO THE FOLLOWING ADDRESS:

Name: _____ Title _____

Address: _____

_____ Email _____

Note: The number of cards sent to start your campaign for the current year is based on your PTA's membership as of April 30, 2011.

Send to:
Virginia PTA
1027 Wilmer Avenue
Richmond, VA 23227-2419
804-264-4014 (fax) or info@vapta.org