

PTA/PTSA Membership Chair

The role of the membership chair is key in any unit. PTA has helped solve some of the biggest issues facing America's children. Many of the structures all children benefit from today—child labor laws, universal kindergarten, the National School Lunch Program, and the juvenile justice system—were accomplished as a result of PTA members' advocacy. None of this can be accomplished without members.

Responsibilities of the Membership Chair:

- Facilitating the work of the membership committee and ensuring timely, accurate communication with other PTA committees and officers.
- Helping develop membership recruitment and retention strategies with the entire board.
- Collecting and tracking membership dues.
- Inputting cash/check paid members into Givebacks.
- Keeping an updated membership list at every meeting and event.
- Providing a membership report at every meeting.

Ways to Increase PTA Membership:

- Send emails to elected officials, city council, and school board members encouraging them to join your PTA.
- Attend Rotary and Kiwanis club meetings and recruit their members.
- Host a PTA table at any/every community event.
- Incorporate local community businesses and organizations into your activities and programs. Ask for donations to be used as raffles or giveaways and thank them publicly for their support.

Engaging Teachers/Staff to Join your PTA:

- Involving teachers and administrators is one of the best ways to strengthen communication between families and schools.
- Encouraging teachers/staff to join PTA in a collaborative partnership between home and school should be a main focal point in your membership campaign.

Engaging Students to Join Your PTSA:

- Put an enthusiastic and supportive student member on your membership committee.
- Have a PTSA table set-up at schedule pick-up and highlight activities that benefit students.
- Provide student members with volunteer service opportunities that can be listed on their college applications.
- Involve students in the planning and execution of PTSA events.

Membership Dues:

- An individual who pays dues to a local PTA also becomes a member of the National and MI State PTAs as well as Council.
- The breakdown of dues is \$3.25 to National PTA, \$3.25 to MI PTA, and the remainder goes to the local unit. The average PTA membership dues is \$10.
- Each PTA/PTSA is a separate and individual association. Members with students in more than one school may pay dues to support the PTA/PTSA in each child's school.
- PTA dues directly support your child. PTA dues help fund essential school resources and curriculum needs. PTA dues support advocacy efforts at the local, state, and national levels, impacting decisions affecting your child's health, safety and quality of education. PTA dues support our work to strengthen connections between your family, your child's classmates and their families, and teachers to build a thriving and inclusive community for everyone.

PTA Value and Membership:

- The work a PTA/PTSA does must be relevant to its community.
- People will join your PTA/PTSA if they find value in what you do.
- It is important to understand the needs of ALL groups in your school community.
- Think from a member's perspective and not just your own.
- Define and list all the features and benefits of joining your PTA/PTSA.
- Advocacy, networking, engagement, equality, information, knowledge, resource distribution and volunteering are important values every PTA should have.

Questions?

Contact your Council liaison or the Council membership chair at membership@livoniaptscouncil.org

For more Membership resources visit www.pta.org