



KITTY CAHALAN

Vice President, Membership

DUTIES

- Director of Membership
- Supports Council and OOC Unit Membership leaders
- Sets District membership challenges, goals, and incentives
- Chair of District Awards Program
- Chair of District Credentials Committee



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PTA1.org



Job Description for Membership Chairman

 toolkit.capta.org/job-descriptions/membership-chairman/

Download the Membership Chairman Job Description

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, providing membership reports at PTA board and association meetings, collecting dues, and distributing membership cards.

Obtain (from predecessor and unit president) and study 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;
- 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.
- Ask principal to send membership information to the school community including membership join links.
- Create a membership kick-off plan which should include invitations to join, outlining the accomplishment and benefits of PTA. Invitations, with membership envelopes, can be sent home with students if the school administration approves. 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.
- Include the join link in all email/social media communication
- Include QR code in Join PTA posters at the school and on community bulletin boards
- 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 classroom time.
- Collect membership envelopes promptly. PTA leaders are responsible for membership dues, not school staff.
- 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 dues are forwarded through PTA channels regularly—at least monthly.
- E-membership dues are forwarded automatically

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 regular membership reports at all PTA meetings.
- 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.**



Local PTA Membership Marketing Plan

BACKGROUND

Developing a marketing plan for your PTA can help you attain your PTA goals in a strategic and purposeful way.

In PTA we do great things for kids at our local, regional, state and national levels, but sometimes our community members don't know what we do. Marketing your PTA serves many purposes but for our marketing plan we will focus on:

- Increasing awareness
- Increasing membership
- Developing loyalty

Once you understand the principles, you can apply them to any marketing goal. Fortunately, with nearly 120 years of service, PTA has a well known brand. Companies spend lots of money to make sure their brand is known—we have that BUT—we want to make sure PTA is known for the right reasons.

DEVELOPING YOUR PLAN

Ask these questions:

- Who do we want to be aware of what we are doing? (Audience)
- Who do we want to join? (Audience)
- What message you need to deliver to that audience? (Key Messages)
- Who is the best person (Key Influencer) to deliver that message?
- What is best way to deliver that message? (Delivery Method)
- How will we retain, engage, support our members?

In marketing, the goal is to deliver the right message (key message) to the right audience (potential member) by the right person (key influencer) in the right way (how).

This doesn't mean changing your **key message**, just targeting it...**Parents** want to know what the local PTA is going for their kids at their school, **Teachers** want to know what PTA is doing for them at their school and they might care about advocating for Education funding in Sacramento. So targeting the message helps the audience know **what's in it for them**.

Having a **key influencer** deliver the message maximizes the input—for example a teacher can speak to fellow teachers, a parent of a first grader can speak at Kindergarten orientation about how they

felt the year before, a person who speaks another language can speak to parents or community members who speak that language.

Key method is how you will deliver the message. In person, on a flier, on social media, in an email, poster, broadcast etc.

Start with your biggest potential audiences. At a school site, your largest audiences are parents, teachers/staff, students and past members. Then move to target group of people in the school community who have not joined, attend ESL meetings, booster club meetings,

MARKETING PLAN WORKSHEET

Our PTA’s overall membership message is...

Timing/ Scheduling	Key Audience	Targeted Message	Key Influencer	Delivery Method
	Parents			
	Teachers/Staff			
	Students			
	Past Members			
	School Administrators			
	School Board Members			
	Community Leaders			
	Local Business Leaders			

EXAMPLE:

Timing Scheduling (When)	Audience (Who)	Key Influencers (Who)	Key Messages (What)	Key Medium (How)	Notes:
Before School Starts	Past members	PTA president	Please continue to support PTA.	Emails, letters, phone calls, Social media posts	
Before School Starts	Teachers/ Staff	Teacher leaders/PTA President	Highlights of what PTA does for the school and teachers	Email, flyers, Welcome back event	Invitations in all staff mail boxes
Orientation	New Families	Parent PTA Leader	What your PTA does for your students at your school	Speech, flyer with PTA highlights	PTA Table with resources and happy PTA volunteers
Back-to-School Night	Families/ community members	Variety of PTA volunteers/ Teachers	Welcome-what PTA does for students, teachers, the community	Table, posters, resources, flyers	PTA Table with resources and PTA happy excited volunteers
First few weeks of school	Families	Variety or PTA volunteers	Highlight programs for students	Contests, displays, flyers, social media, emails,	Do a big push but limit it so there is a deadline – you could have a PTA table in front of school.
TBD	ESL Families	Someone from that group	What PTA does for your students and for you parents	In person	Maybe a few minutes at a meeting followed by one on one
TBD	School Site Council	Someone from that group	What PTA does for school	In person	
Year Round	New Families	School office staff	Welcome, What PTA does at the school, calendar, etc.	Welcome packet	Assemble several welcome packets and work with school to distribute to new families as students enroll.
School and PTA Events Back-to-School Evening	School Community	Happy volunteers	PTA sponsors/puts on this program and more	In person, flyers, posters pictures of events	Table at each event
November			Thank you	Social media, personal note, email blast, posters	
May	Teachers	Parents and students	Thank you—teacher appreciation	Social media in person	Thank you, appreciation event
June	Current members		Re-join	email	

62. Have PTA membership and program information included in the school newsletter.
63. Throughout the year, remind people how and where they can join.
64. Welcome and thank new members by name in the PTA meetings and/or school newsletter.
65. Doing a big event? Get local media outlets for cover your event and to highlight supporting the PTA by joining.
66. Send an e-mail to all families encouraging them to join.
67. Prepare radio and TV spots about PTA. Perhaps your high school could do this as a class project.
68. Promote PTA membership on the school website.
69. Promote PTA membership on Facebook.
70. Keep visuals up throughout the year to show progress toward your membership goal.
71. Create a front display case or bulletin board with PTA materials like upcoming events, copies of newsletters, membership applications, a picture of the PTA board, etc. Make it fun!

DIVERSE PROGRAM IDEAS TO BRING IN MEMBERS

72. Offer a variety of programs that would be of interest to all people within your PTA community.
73. Balance meetings with family fun nights and programs.
74. Have a translator(s) at all meetings.
75. Participate in the PTA volunteering "Three for Me" program. Go to PTA.org/threeforme to get started.
76. Establish a program such as "Compadres" in which 50% English-speaking parents meet with 50% of the Spanish-speaking parents.
77. Reevaluate and update programs to keep them fresh and current.
78. Offer a "dads' program" to encourage men to participate. Ask participants to join PTA.
79. Coordinate a "new family social" with the first PTA meeting of the school year. Ask them to join PTA.
80. Host a program in conjunction with your meetings to encourage parents that aren't members to attend. Consider partnering with the school—PTA meeting followed by literacy night or college planning.
81. Host a PTA dance for students and families to bring together the school and PTA community. Highlight PTA at the event.
82. Offer discounts to members at PTA events that have fees.
83. Grow membership by participating in the School of Excellence program.
84. Offer parent education workshops such as helping your student with homework, teen driving, drug awareness, developmental changes in your middle school student, internet safety, etc.
85. Hold a back to school dinner. Perhaps a local restaurant would cater for free or reduced cost. Decide whether to charge for dinner. Cost could include membership, as long as the individual agrees to be a PTA member.
86. Sponsor coffees in the morning following evening meetings to update members who were unable to attend.
87. Invite the Reflections program winners to join.
88. Highlight teachers and staff members during Teacher Appreciation Week.
89. Have a homework area for kids during PTA meetings.
90. Offer qualified school-aged child care at PTA meetings.
91. Hold a membership contest between classes or grade levels.
92. Create a fun membership growth theme; for example: March Madness. You can have a target growth chart that is a basketball hoop and you add a picture of a basketball reaching up to the hoop as you reach your goal.
93. Have a poster or slogan contest for students for membership.
94. Have a membership contest with the winning class winning a prize such as a magic show, for example. Make it fun for the kids. Place a paper magic hat outside the classroom and each time they get a new member, place a bunny on the hat. One class from each grade wins the magic show.
95. Hold membership drawings. For example, get a couple of turkeys donated and have a drawing before Thanksgiving.
96. Do something fun to celebrate your members. Create something like a member tree in the front hallway that has the members on the leaves (names on leaves) and teacher members could be apples on the tree.
97. Provide members with a free school/student directory.
98. Reach for the stars and put member's names on stars on a poster or hanging from the ceiling. Stars could be color coded to represent parents, teachers, students, and community members.
99. Hold a membership give-away drawing for student PTA members. Make the prize relevant to students.
100. Plant a flower bulb for each member in a prominent location and watch it flourish.
101. Cut a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.

CONTESTS/DRAWINGS/CELEBRATIONS/OFFERINGS

101 Ways to Increase PTA Membership



1. Just ASK!
2. Use membership materials in the back-to-school-kit found online at PTA.org/backtoschool.
3. Don't reinvent the wheel - use State and National PTA resources.
4. Set goals, put them in writing, AND reference them often.
5. Give a short speech at open house, back to school night, orientations, etc.
6. Have a membership table at all school and PTA events; school registration, back to school nights, open house, and PTA sponsored events.
7. Create a welcome letter to let parents know what PTA does for the school and their children. Create one to welcome families back at the beginning of the year, as well as one to welcome families mid-year.
8. Be present at kindergarten roundup and transition nights to middle and high school.
9. Reach out to pre-schools who feed into your school.
10. Challenge current members to ask other people to join.
11. Have PTA info available at parent/teacher conferences.
12. Make sure meetings are welcoming. Have a greeter welcome new people who attend. Have board members introduce themselves to people before the meeting.
13. Create a welcome packet for new students and families.
14. Encourage new members to chair committees. They will know different people than you and can recruit new people to serve on the committee and join.
15. Have a collection box in the school office with membership envelopes close by to make it easy to join.
16. Have PTA shirts and/or name tags for the board so everyone knows who you are at school and PTA events.
17. Strive to have a diverse board that reflects the community you serve. People want to join groups where they can see others like them involved.
18. Offer a variety of committees. Examples: Special Needs Committee which would focus on issues dealing with child needs from special to gifted and talented; Male Engagement Committee which would offer programs specifically for males; Diversity Committee which would reach out to diverse families.
19. Encourage Reflections program participants to join PTA.
20. Reach out to *new* families throughout the year.
21. Work with and support the School Parent Center.
22. Put a "personal membership invitation" in the back to school mailing.

23. Send contact information for all members to your state PTA. This will start to connect local members to their state PTA and National PTA.
24. Make sure families understand that only members are entitled to vote on PTA issues.
25. Make personal asks in person or on the phone.
26. Find an enthusiastic and friendly person to be a volunteer coordinator. They will bring in new people as both members and volunteers.
27. Provide members with name badges to wear at meetings.
28. Encourage members to bring a friend to meetings and events.
29. Let people know that just because they join PTA does not mean they have to volunteer. Sometimes people believe the two are connected.
30. Put up a sign-up board in May, with volunteer opportunities for the following year. Bring it to open house/back to school nights. If people sign up who aren't members, ask them to join.
31. Develop a "Where the PTA Money Goes" flyer to highlight the spending of your PTA. People may join once they know how money is spent.
32. Ask members from last year to join again this year.
33. Middle and high school PTAs can reach out to the schools that feed into them to get member information of families whose kids are moving to their schools.
34. Place "Join PTA" signs around the school. Consider using a theme such as street signs to get people's attention. For Example: PTA membership "yields" results. "Stop" and consider the benefits of PTA. There's only "one way" to get all the support you need. "Do not pass" this opportunity to be a member.

TEACHERS/STAFF SPECIFIC

35. Give a short speech at the teachers' back to school staff meeting.
36. Put info in their box about why PTA needs to keep the "T" in PTA.
37. Establish a good relationship with the principal and staff.
38. Put a poster in the staff lounge letting them know how much PTA appreciates them and their support.
39. Have a membership goal/drive specific for teachers.
40. Ask the principal to encourage staff to join. Don't forget to thank those who do join.
41. Ask principal for a "casual" day to celebrate PTA.
42. Offer a teacher/staff luncheon if they all join PTA.
43. Share with the principal your goal for 100% faculty and staff participation.

44. Consider adding a teacher board position or having a teacher fill a current board position. This person can create the board connection with all teachers.

STUDENT SPECIFIC (FOR PTSA'S)

45. Have a student membership goal and have a membership drive specific to this goal.
46. Let seniors know that if they join PTA, they can apply for a PTA scholarship in the spring.
47. Have students run a membership table so they can ask their friends to join.
48. Support student members by listening to their ideas, suggestions and needs.
49. Create a student membership campaign where students get other students to join and put their name on the membership as the referral. You could offer the referring student members prizes. The student that brings in the most new members wins something or all students who bring in one or two new people are eligible for something.

COMMUNITY ENGAGEMENT

50. Solicit businesses for items to use for member drawings.
51. Ask businesses to extend discounts to PTA members.
52. Let community businesses know what PTA has done to support schools and the children.
53. Invite community members outside the school to join; such as school board members, superintendents, teacher union representatives, state legislators, etc.
54. Connect the PTA with a community event like a county fair, a local parade, at a countywide meeting, etc.
55. Ask local stores to hang PTA flyers in their store windows.
56. Ask to have a space to leave copies of your newsletter for visitors while they sit and wait. Local businesses such as doctors' offices, hairdressers, repair shops and banks are a great place to start.
57. Display winning Reflections entries in municipal building, banks, libraries, or other visible locations.

COMMUNICATIONS

58. Ongoing communication is key. Use a variety of tools to reach everyone; newsletters, websites, Facebook, Twitter, auto-calls, morning school news, etc.
59. Publicize your meeting and program times and dates as many ways as possible.
60. Send information more than once.
61. Conduct a survey to find out what members and non-members are looking for from the PTA.

PTA Accounting Guidelines For TOTEM Transactions

I. PTA/PTSA Units Guidelines

Reconciling your monthly bank statement:

1. Start with the 'Payouts' report. This will show you the amount transferred to your bank account. Print this report monthly for the month ending the closing day of your bank statement.
2. Compare your 'Payouts' report and the bank statement to ensure that the amount(s) on the report are the same as the deposit(s) shown on the bank statement as 'ACH Deposit TOTEM Membership'. If the deposit has not been received by the bank prior to closing date, use the 'Payouts' report to reconcile the next month's bank statement.
3. Attach a copy of the 'Payouts' report to the bank reconciliation report as support for those deposit entries in your bank account.

PTA Accounting Entries:

A. Unit Membership Dues received through TOTEM:

1. In your accounting program you should establish a new income account titled 'TOTEM Membership Dues'.
2. Start with the TOTEM Payments Report for the period ending on the closing date of your monthly bank statement. You must record as 'TOTEM Membership Dues' the amounts shown in the column labeled 'Net Memberships' as of the day(s) that those amounts were received by your bank (look at the bank statement). If you use PTAEZ to do your accounting, record them by 'Write New Receipt' of 'TOTEM Membership Dues' received as 'cash'.
3. **Note:** Do not make any accounting entry regarding the 'Totem Membership Fee' appearing in a column of the Payments Report. That is not a fee attributable to your PTA/PTSA.

B. Donations received through TOTEM:

1. In your accounting program you should establish a new expense account titled 'Donation Collection Fee'.
2. Start with the TOTEM Payments Report for the period ending on the closing date of your monthly bank statement.
 - a. You must record as 'Donation' income the amounts shown in the column labeled 'Donation' as of the day(s) that those amounts were received by your bank (look at the bank statement).
 - b. You must record as 'Donation Collection Fee' the amounts shown in the column labeled 'Totem Donation Fee' as of the day(s) that the Donations were

received by your bank (look at the bank statement).

c. If you use PTAEZ to do your accounting, record the transaction by 'Write New Receipt' of two categories, 'Donations' (from column 'Donation') and 'Donation Collection Fee' (from column TOTEM Donation Fee'). The 'Cash' receipt will be the net of the Donation and the Fee.

C. The 'pass-through' portions of the TOTEM transactions that are remitted directly to Council, District, State, and National PTAs do not appear on the Totem Cash Flow or Payments Reports and you should not make accounting entries relating to those amounts for memberships coming through the TOTEM system!

II. Council and District PTAs Guidelines

1. In your accounting program you should establish a new income account titled 'TOTEM Membership Dues'.
2. Start with the TOTEM 'Payouts' Report for the period ending on the closing date of your monthly bank statement. You must record as 'TOTEM Membership Dues' the amounts shown in the report as of the day(s) that those amounts were received by your bank (look at the bank statement). If you use PTAEZ to do your accounting, record them by 'Write New Receipt' of 'TOTEM Membership Dues' received as 'cash'.
3. The 'pass-through' portions of the TOTEM transactions that are remitted directly to Council, District, State, and National PTAs do not appear on the Payouts Report and you should not make accounting entries relating to those amounts for memberships coming through the TOTEM system!