

Membership - Step by Step

Procedure Book

- ❖ Start one if you did not get one from your predecessor
- ❖ Chairman meets with PTA president and committee
 - Develop membership recruitment and retention plan
 - Include outreach to those under-represented
 - Set goals and set budget, including incentive costs, mailings, etc
- ❖ Develop calendar after contacting PTA council or PTA district regarding due dates
- ❖ Present plans for approval (to PTA Executive Board and Association)

Order Envelopes

- ❖ State membership envelopes are not required but are helpful
 - (to purchase envelopes, contact your PTA council or PTA district)
- ❖ Membership cards are provided at no cost and **every member should get one**

Develop Invitation

- ❖ Write invitation letter, announce theme and goals
- ❖ Use email or mail when appropriate
- ❖ Write articles for newsletters, post flyers at school
- ❖ Have new student packets in the school office

Collect envelopes daily & deliver to treasurer or financial secretary

- ❖ Two board members should count and record dues payments
 - Use Cash Verification Form

Issue Membership Cards

- ❖ National PTA ID # for your PTA (always has 8 digits)
- ❖ Expiration Date is always October 31
- ❖ Do not use "Mr. & Mrs. Smith" or "Smith Family" (*every member = one card*)

Keep record of all members (including contact information)

- ❖ Update list throughout year
- ❖ Use OMDR-Online Membership Dues Reporting (National database) to enter members

Report at meetings

- ❖ Make sure per capita is forwarded regularly
- ❖ If needed, request additional cards from your council or district
- ❖ Continue to publicize your PTA all year long and invite people to join

Keep Procedure Book updated

- ❖ Write final year end report
 - What worked? What did not work? Include recommendations for next year

Pass on all materials to successor

- ❖ Accurate accounting of number of members & dollars collected
- ❖ Complete membership list (can be downloaded from OMDR* if you entered it there)
- ❖ Procedure book and files
- ❖ Outline of activities, evaluation and recommendations

Membership Committee

MEMBRESIA – PASO A PASO

("Membership - Step By Step" translated for the 2007 California State PTA Convention)

Libro de Procedimientos

- Empezar uno si no se recibió uno de su antecesor
- Director de membresía se reúne con el/la presidente(a) de la PTA y el comité
 - Desarrollar un plan de retención y reclutamiento de membresía
 - Incluir información para aquellos bajo-representados
 - Establecer metas e incluir un presupuesto, incluyendo costos de incentivos, correo, etcétera
- Desarrollar un calendario después de comunicarse con el consejo o distrito con referencia a fechas límites
- Presentar planes para aprobación (al consejo ejecutivo de la PTA y la asociación)

Ordenar Sobres

- Sobres de membresía estatales no son requeridos pero son útil
 - (para comprar sobres, comuníquese con su consejo o distrito de PTA)
- Tarjetas de membresía son proporcionadas sin ningún costo y cada miembro debe recibir una

Desarrollar Una Invitación

- Escribir una carta de invitación, anunciando temas y metas
- Utilice el correo regular o correo electrónico cuando necesario
- Escriba artículos para boletines informativos, ponga volantes en la escuela
- Tenga paquetes para estudiantes nuevos disponibles en la oficina de la escuela

Colecte sobres diariamente y mándelos al tesorero(a) o secretario(a) financiera

- Dos miembros de junta deben contra y registrar los pagos
 - Utilizar una forma de verificación de efectivo

Membership Committee

MEMBRESIA – PASO A PASO

Emitir tarjetas de membresía

- Numero de identificación nacional de su PTA (siempre contiene 8 dígitos)
- Fecha de vencimiento siempre es el 31 de Octubre
- No utilice "Sr. y Sra. Smith" o "Familia Smith" (*cada miembro = una tarjeta*)

Mantenga un registro de todo miembro (incluyendo información de contacto)

- Actualice la lista durante el año
- Utilice OMDR* para registrar a miembros

Reporte en las reuniones

- Asegúrese de que la per capita es mandada regularmente
- Si necesario, pida tarjetas adicionales de su consejo o distrito
- Continúe haciendo publica su PTA todo el año y invite a gente a participar

Mantenga el libro de procedimientos al corriente

- Escriba un reporte final de fin de año
 - Que funciono? Que no funciono? Incluya recomendaciones para el próximo año

Pase todo material a la persona sucesora

- La contabilidad precisa de el numero de miembros y la cantidad de dinero colectado
- Una lista completa de membresía (puede ser bajada de el OMDR* si fue puesta allí)
- Libro de procedimientos y archivos
- Un esquema de actividades, una evaluación y recomendaciones
 - Una esquema del reporte de pagos de membresía (Informe de la PTA nacional disponible a todas las PTAs)

("Membership - Step By Step"
translated for the 2007 California State PTA Convention)

Membership Committee

Membership Dues - How much is enough?

A good rule of thumb for membership dues is to specify an amount that will cover per capita for the constituent organizations – National PTA, California State PTA, PTA District and council PTA, if in council – and a small portion of each membership for liability insurance premiums. (To change your unit's dues, your bylaws must be amended.)

*Keep your dues affordable so that
everyone can afford to join!*

There is only one Level of Membership

A PTA may wish to solicit additional donations and have *levels of membership* for different prices. However, there is **only one level of PTA membership**. The actual per person dues amount must always be specified in the bylaws and perspective members must be allowed to join at that price.

Remember – one member, one card, one dues payment.

Membership Dues versus Donations

If you wish to solicit donations with levels of contribution, you may do so as a *separate project* from the membership campaign. For example, a gold donor/patron could be \$100; a silver donor/patron could be \$50, or whatever names and amounts you like. The details of this project must be outlined in the standing rules and approved annually by the membership.

*Remember to keep contributions and membership dues separate in your
accounting and regular financial reports.*

Membership Committee

It is so very important

to make the invitation to join your PTA a welcoming and informative one.

GUIDELINES FOR A GOOD INVITATION LETTER

Writing a letter and attaching the membership envelope or a form is a chance to inform people about the importance of your PTA (and PTA in general) and the benefits of being a member. Use this same information when you make a personal, verbal "ask" and when you speak to parents at kindergarten orientation or Back to School Night. Samples of letters asking people to join PTA can be found in the Toolkit - Membership chapter - but the key elements are:

INFORMATION ABOUT YOUR MEMBERSHIP CAMPAIGN

- Membership is open to anyone interested in the welfare of children, not just parents but staff, grandparents, aunts and uncles, neighbors, community businesses, students, etc.
- The amount of per person dues.
- The membership drive never ends and people can join at any time.
- Your theme and goal as well as any incentives.

WHAT YOUR PTA PROVIDES FOR THE SCHOOL

- Be specific about what PTA has funded at your school: programs, events and services, such as: Book Fair, reading incentive programs, Reflections, field trips, Family Fun Nights, student recognitions, staff appreciation, Red Ribbon Week, campus beautification, etc.
- State that the input of members is welcomed in establishing the goals and programs each year.

WHAT MEMBERSHIP MEANS

- Becoming a member of the largest volunteer child advocacy group in the nation that promotes parent participation and has been in existence for over 100 years.
- Having a voice (voting rights) in local PTA meetings and representation at state and National PTA conventions.
- Involvement is always encouraged but participation in monthly meetings is not required.

JOINING A LOCAL PTA MEANS JOINING THE PTA ORGANIZATION

- A portion of your local dues goes to your PTA council (if in council), your district PTA, California State PTA and National PTA. All these levels of PTA provide training materials, workshops, support, newsletters, legislative representation and advocacy, community programs and make your PTA part of the network of PTAs nationally.
- The PTA organization is a non-profit organization of volunteers that has over 1 million members in California and over 5 million members nationwide.

Membership Committee



Membership Development Calendar

June

- Review the results of previous year's membership plans.
- Meet with the Membership Committee and develop a plan of work.

July

- Attend any PTA training offered.
- Plan membership promotion, an incentive program and awards.
- Choose a membership theme.
- Order membership envelopes.
- Write letter of invitation to join PTA.
- Prepare budget request.
- Ask your local governing officials to proclaim September as PTA Membership Month.

August

- Set up membership tables at registration and orientation sessions, such as Kindergarten orientation and Back to School Night.
- Prepare a "Welcome Packet" for new members.
- Complete plans for September Membership month and arrange for publicity.
- Decide the process to make sure each member gets a membership card.

September

- Celebrate Back to School month.
- Set up a booth at all events to display PTA materials and discuss the benefits of belonging to the PTA. Use this opportunity to build and demonstrate the school PTA partnership.
- Send an invitational letter to parents and teachers encouraging membership.

October

- Contact parents, teachers and staff who have not joined. Let them know their support is needed and valued.
- Provide membership list to PTA secretary.
- Remind the treasurer to send membership dues to Council or District to qualify for **Early Bird Award** and **Chairman's Club Award**.*

November

- Ask committee members to make personal contacts, either by visits or phone calls, to all parents, teachers, and community members who have not joined.
- Request additional membership cards from your council or district if needed.
- Inform the local unit members of the progress the group is making toward the membership goal.
- Remind the treasurer to submit membership dues to meet the "first required remittance" due date.*

December

- Thank all who are helping. Consider an appreciation event.
- Plan now to apply for National PTA and State PTA Awards.

January

- Evaluate your progress and review your plan for the second phase.
- Make the membership list available to the nominating committee.
- Register to attend the annual Convention.

Membership Committee

February

Honor someone from the PTA or a community member at Founders Day who has performed outstanding service for children with a California State PTA Honorary Service Award. Have a "Join PTA" table at the event.

March

Remind the treasurer to remit final membership dues through channels to be counted for the year's total.

April

- Evaluate the year's progress and make written recommendations for next year.
- Provide an updated membership list to the secretary and treasurer.
- Again, thank all who assisted in any way.

May

- Celebrate the unit's accomplishments! Inform members of your membership achievements.

Provide the opportunity to join at every event and program.

(e.g. recruit parents at kindergarten registration!)

June

- Make sure that all records are in order.
- Present procedure book and records to the newly elected membership chair or the president. (Procedure book should include an accurate financial accounting of the number of members and the amount of dues sent to the State Office.)
- Include an outline of the year's planning, those responsible for each activity, a roster of the membership committee, and a copy of the evaluation with recommendations.

Please note:

If your school calendar is not September to June (or your school is year round), you may need to adapt this to meet your needs.

Every Month:

- ✓ Continue to recruit new members.
- ✓ Give a membership report at your PTA meeting.
- ✓ Provide updated membership list to PTA secretary.
- ✓ Reconcile your records with financial secretary or treasurer.
- ✓ Remind the treasurer to send all additional membership dues to the state office.
- ✓ Place articles in PTA, school, or community newsletters listing the benefits of PTA membership.
- ✓ Make sure information on how someone can join (who do they contact?) is readily available...in the school office, published regularly in the school newsletter, on your PTA website, etc.

10 TIPS FOR LAUNCHING A SUCCESSFUL MEMBERSHIP CAMPAIGN

1. Develop a recruitment team and formulate a goal
2. Target potential members
3. Make everyone feel welcome
4. Model inclusiveness
5. Make use of key resources
6. Sell the value of PTA membership
7. Collaborate with and learn from others
8. Assist with service-learning initiatives
9. Implement your PTA's membership recruitment and retention plan
10. Evaluate and adjust as

Membership Committee

FREQUENTLY ASKED QUESTIONS AND ANSWERS

Where can one join PTA?

PTA is a membership association and people join a PTA unit each year by paying membership dues. People cannot join PTA at the council or PTA district level. Every PTA member in California belongs to at least one PTA unit. If you have children in different schools, you may join at each school.

What does “Per capita” mean?

“Per capita” means “per person” and refers to the portion of membership dues that does not belong to the PTA unit. The amount of membership dues is set by each PTA unit (the amount is listed in each PTA’s Bylaws) and includes the following:

National PTA portion -----	\$1.75
California State PTA portion -----	\$1.25
PTA District portion -----	check bylaws
PTA Council (if in council) -----	check bylaws
PTA Unit portion -----	remainder

Remember, the PTA unit can only keep and spend the unit portion; the rest belongs to the other levels of PTA and must be remitted to them.

Can we have “levels” of membership?

There is only one level of PTA membership but sometimes PTAs may wish to encourage or recognize financial support or contributions of differing amounts. The actual per person dues amount, however, must always be specified in the bylaws and members must be allowed to join at that price.

If the PTA wishes to solicit donations with levels of contribution, it is done as a separate project from the membership campaign. The membership campaign invitation should be for membership enrollment only. (Membership dues and donations to the PTA budget should be recorded separately.) For example, a gold donor/patron could reflect a contribution of \$100; a silver donor/patron \$50, or whatever names and amounts the PTA decides. The details of the donation project should be outlined in the standing rules and approved annually by the membership.

A membership drive is not a fundraising project; membership in PTA should be affordable to everyone. A good rule of thumb for membership dues is to collect an amount that will cover per capita for the constituent organizations – National PTA, California State PTA, district PTA and council PTA, if in council – and a small portion of each membership for liability insurance premiums.

What about “Family Memberships”?

The California State PTA discourages group and/or family memberships. The concept of group memberships (e.g., family memberships) must include the payment of per capita dues and a membership card issued to each member (*California State PTA Toolkit 3.2.4*). The PTA’s bylaws must stipulate the number of members considered a family. If a PTA unit wishes to include a family membership dues structure, the amended bylaws must be forwarded (through channels) to the California State PTA parliamentarian for approval.

Membership Committee

Do we have to use the PTA membership envelopes?

No, you can develop a flyer or another method of collecting membership money, but whatever recruitment form is used in your unit; it should be retained and alphabetized. Keep them until the next membership campaign begins. Check the Toolkit for sample invitation letters.

Do we need to keep a membership list?

Yes, every PTA needs to keep a list of their members! (*California Corporation Code Section 6320 provides that every California nonprofit corporation – like the California State PTA – shall keep a record of its members.*) PTA membership chairmen should keep a list of their current members as they join. Keep the list updated as new members are enrolled. Include the member's name, address, phone number and child/children's name(s). The date they enrolled is also important. If your PTA can communicate electronically, get email addresses from your members as well.

Who should have the Membership List?

A copy of the membership list should be kept on file with the president, secretary, treasurer, and membership chairman. The secretary needs a list to verify who is eligible to vote during meetings. If no list is available, all those in attendance must be allowed to vote. The nominating committee should receive the list as a resource for considering members to be proposed for PTA offices. The nominating committee must verify that those persons nominated are members and eligible for office.

Does the OMDR database keep track of members?

The Online Membership Dues Reporting (OMDR database) on the National PTA website (www.pta.org/omdr) can be used to enter member information and send email blasts to your members. Membership lists can be uploaded to, and downloaded from, OMDR. Each member entered will be able to choose what they receive from National PTA in terms of resources, e-newsletters, parenting tips and other information.

Must we distribute membership cards?

Absolutely! There are several good reasons that every member should receive a membership card:

- The card shows that dues have been paid.
- A membership card entitles the member to a ballot in any voting situation at any level of PTA.
- The "user" and "password" needed to access the National PTA "Members Only" portion of their web site is on the back of the membership card and it changes every year on November 1.
Members must be able to access that benefit and the others described on the website.
- Convention attendees must show a membership card when registering to attend convention.
- Applicants for PTA scholarships and grants must provide a copy of their membership card.

Each member should get his/her own card; no cards should say "Mr. and Mrs. Smith" or "Smith family".

Why is the "date issued" important?

A person must be a member for at least 30 days prior to being nominated for an office. Also, only persons who have been members for 30 days can make motions, debate and vote.

Why is the expiration date always October 31?

The expiration date should always be October 31 in the following school year, so that members who join during the current school year are eligible to vote on the PTA's program and budget the following September/October if the membership drive for that new year has not started. This date has also been designated for uniformity across the state. The membership year for the California State PTA is July 1 to June 30 but members are given until October 31 to re-join.

Membership Committee

Questions and Answers

... About OMDR



(Online Membership Dues and Reporting)

WHY DO UNIT MEMBERSHIP CHAIRMEN NEED TO ENTER NAMES AND ADDRESSES OF MEMBERS INTO THE NATIONAL ONLINE PTA DATABASE?

In order to comply with federal law requiring all corporations to be in touch with their members.

WHEN WILL THIS START?

Some PTAs in California are already participating and National PTA expects everyone to be using the system by summer 2007.

THERE IS NO DATABASE ON THE NATIONAL PTA WEBSITE. HOW DO I ACCESS THIS DATABASE?

This system has been in a pilot phase for several years and so no information was available on the website. National PTA is now getting ready to provide information on its website.

DO I NEED A PASSWORD TO ACCESS THIS DATABASE?

Each PTA president can access the system with the unit's National PTA ID# and the PTA president's individual ID # (which is assigned when the PTA district enters the PTA president's contact information).

WILL OTHER PEOPLE BE ABLE TO ACCESS THE DATABASE FOR OUR UNITS AND SEE OUR CONFIDENTIAL INFORMATION?

Each level (unit/council/district) can access only its own information. The entire system is password protected.

WHAT WILL THIS DATABASE BE USED FOR?

Record keeping to comply with federal law and to provide members with information in a timely manner. It gives PTA units certain functions, like sending email blasts to their members and making mailing labels from the database as well as the ability to print their PTA membership cards using the information that has been entered.

CAN I PRINT OUT THIS DATABASE SO THAT I DON'T HAVE TO DO A SEPARATE DATABASE ON MY OWN COMPUTER FOR OUR UNIT?

Absolutely! Whatever information you enter will be accessible to you. In addition, OMDR allows you to send email blasts to your members. And no longer will membership information be lost when the membership person moves or forgets where in the garage the materials are!

WHAT IF PEOPLE DON'T GIVE INFORMATION LIKE ADDRESSES OR PHONE NUMBERS?

Enter the information you do have. If an email address is provided, the member will receive a welcome email that explains how they can opt-in to receive various offers and information from PTA.

OUR MEMBERSHIP CHAIRMAN DOESN'T HAVE A COMPUTER.

Someone who does will need to enter the information.

Membership Committee

AWARD IDEAS - PROMOTING PTA:

**District and Council
Membership Incentives**

Districts (and councils) should always look for ways to encourage, reward membership efforts, and try to acknowledge and reward them throughout the year! Consider these possibilities:

BACK TO SCHOOL ~ units submitting 25 or more members on/before September 15. (Alter dates for year-round or to fit your goals)

MEMBERSHIP MAGIC ~ units reaching 50% of previous year's total membership on or before _____. (Use dates to fit your goals)

ALWAYS BELIEVE IN CHILDREN ~ units achieving 100% of previous year's membership plus ____ new members on or before ____ (pick a date to fit your goals)

NEIGHBORHOOD ~ units submitting 10 or more neighborhood members on or before____ (pick a date). This can also be a grandparents award or some other category of member; it is meant to encourage members who are not parents, staff or students.

100% FACULTY ~ unit membership reflects 100% of full time teaching staff and administrative faculty

100% FAMILY ~ units with membership equal to the number of families enrolled in the school

FOCUS ON FATHERS ~ _?_ % of membership is comprised of fathers/male guardians

MEMBERSHIP CHAIR AWARD ~ __ % increase on or before _____ (pick date)

10% INCREASE ~ units with increase of 10% over previous year

MEMBERSHIP MAINTENANCE ~ membership equal to previous year or exceeding previous year (in an area with declining enrollment)

**Let's find many positive ways
to promote PTA.**

CHECKLIST:

YOUR BACK-TO-SCHOOL MEMBERSHIP DRIVE

- Develop a team specifically to recruit new members.
- Develop a plan for the entire year for attracting new members and retaining current members.
- Establish goals that are ambitious, but attainable.
- Assign specific tasks to team members and dates for their completion.
- Make everyone feel welcome and provide ongoing training.
- Model inclusiveness, particularly on your membership committee. Your PTA should mirror the demographics of your community.
- Make use of key resources, membership brochures, and information on PTA websites (www.capta.org and www.pta.org which includes National PTA's Great Idea Bank).
- Develop a membership brochure that provides local, state, and national benefit information. Include contact information so interested individuals can contact your PTA about joining.
- Take advantage of back to school enthusiasm. Draft a letter or invitation from your president for use in direct mail campaigns, newsletters or to be handed out at school/community events inviting attendees to become members (see the "Guidelines for an Invitation Letter"). Prepare a "why you should join PTA" presentation and sell the value of PTA membership.
- Use every PTA or appropriate school event to recruit members. Have a membership table and materials at every school and PTA event.
- Make it easy for new people to join by *asking* them to become members.
- Design a visual representation of your growing membership for display at your school, and publish or announce your membership count in newsletters.
- Include articles about membership and a clip-out membership form in every issue of your newsletter or the school newsletter throughout the year.
- Collaborate with other PTAs that have been successful in their membership efforts to identify best practices you can use in your PTA.
- Evaluate and update your plan by seeking feedback from members about their reasons for belonging (or thinking about leaving).
- Celebrate your membership growth!

Barriers or Roadblocks to Involvement

It's not a lack of interest that keeps families from becoming involved in PTA or at school. Studies have shown that there are nine significant barriers which prevent families from becoming involved in their children's education. Consider the following as you reach out and ask people to join PTA:

Cultural Differences - People talk about common courtesy, but courtesy is not common – it is culturally determined. U.S. mannerisms, practices and habits can embarrass or offend people from different cultures. Likewise, the ways of other cultures may embarrass or offend people from the United States.

Language - Parents who do not speak English or don't speak it well may not understand newsletters, fliers, or speakers at meetings.

Time - It's hard for parents to find enough time to volunteer, attend meetings, and join decision-making committees at their children's school. These activities are often scheduled at times that interfere with work and other obligations, such as religious observances.

Not Feeling Valued - Some parents aren't sure they have anything of value to contribute. They feel intimidated by principals, teachers, and PTA leaders. These parents may have had unpleasant experiences when they were in school, or they may have limited education.

Not Knowing How To Contribute - Some parents feel they have talents but don't know how to contribute to the school or PTA.

Not Understanding the System - Many parents don't understand the system or how to be involved at their children's school. Many people from other countries have been taught to treat educators with the greatest respect. As a result, they may not question or provide input about their child's education.

Feeling Unwelcome - Parents may feel they are not welcome at school. Many parents have met a principal, teacher, or school employee who sends the message "Parents need not interfere".

Literacy - Parents who cannot read may not understand the newsletters and brochures that are sent home.

Not Understanding the Jargon - Many people feel put-down, confused, and left out when school staff and PTA officers use jargon and expressions they don't understand. Highly specialized language promotes insider/outsider groups.

Not Being Part of the Clique - Many people view PTA as an established clique that excludes others. This image of PTA can be a turn-off to new parents and many groups from cultures that are different from the dominant norm in your school community.

Taken from National PTA's "Respecting Differences Resource Guide"

Dear Principal,

This is why Your School Needs a PTA:

Harness the Power of Volunteers. Shrinking budgets. Curriculum cuts. Increasing class sizes. Government mandates. The challenges of delivering quality education are daunting, to say the least. There is help. And the good news is it won't cost you anything. It's the PTA.

What's more, it won't take much of your time to get a Parent Teacher Association started. Find just one parent in your school to take the lead, and before you know it, you'll have a group of dedicated parents committed to doing what PTA does best, providing resources and programs to all families.

PTAs Benefit Everyone. PTA addresses issues that are important to public school administrators and parents. We fight for the same thing—full funding, quality teachers, and capabilities for schools to thrive. If your school or district does not have a school-based PTA, now is the time. Membership is open to everyone, your PTA is autonomous but supported by a national structure, and it sets its own dues.

Still need convincing? Here are just some of PTA's benefits:

Leverage Volunteer Power. PTA organizes hard-working and dedicated volunteers. Parents are ready and willing to help implement school improvement programs. All you need to do is ask and give a little direction.

Improve Communication. Frequently, one of a PTA's responsibilities is coordinating the production of a school newsletter and information fliers - keeping the entire school community informed of current events, issues, and accomplishments. In addition, regularly scheduled meetings are an opportunity for you to share information with members.

See Measurable Results. More than 85 rigorous academic research studies conducted over 30 years prove that kids do better when parents are involved. Grades are higher. Test scores improve. Attendance increases.

Discover More Dollars. Local PTAs are self-funding. By inviting the entire school's parent community to join, they generate membership fees and solicit volunteers for programs. Local PTAs often organize fundraising events. Proceeds support school-based programs, educational and social events.

Tap into Proven Programs. Local PTAs have access to ready-made programs with proven success records. From health and safety topics, to collaborating with teachers and community members, to fundraising, the programs are packaged to be easy to use, and easy to get results.

Boost Children's Well-Being. PTAs focus on what students need in order to be successful in their learning, including nutrition, health, and well-being. Whether for school safety, physical fitness, or healthy breakfasts, PTA works with school administrators to ensure that children are prepared to succeed.

Enjoy Informed Parents. Perhaps one of the most important benefits is that involved parents understand the challenges schools face and become part of the solution. They support improving education, both locally and legislatively. When the school develops a closer relationship with parents, student achievement improves, and the school develops a positive reputation in the community.

Fulfill NCLB Obligations. Finally, as part of the No Child Left Behind Act, PTAs can help schools fulfill the parent involvement requirement of the law. PTA understands the needs behind NCLB. In fact, it's National PTA's definition of parent involvement that is used in NCLB.

Be sure to use the many PTA resources that are available in planning your membership campaign.
The following articles can be found at www.capta.org under Communications.
Check back regularly for more!

Previously published Information about Membership, Diversity/Inclusion and OMDR

Available at www.capta.org under "Communications"

MEMBERSHIP - BASIC INFORMATION

ABCs of Membership – Communicator, July 2006
ABCs of Membership, Who To Invite – Communicator, July 2006
Welcome packets – Communicator, Oct. 2005
Guidelines to an Invitation Letter – Communicator, May 2007
Membership Dues, Levels, Donations – Communicator, May 2007
Join - Get a Card – Communicator, Oct. 2005
Family Memberships – Communicator, May 2006
10 Tips-Successful Membership Campaign – Communicator, July 2006
Membership - Step-by-Step (*in Spanish and English*) – Communicator, May 2007
Why Pay Multiple Dues? – Communicator, Jan 2007
Dues - Tax Deductible? - Communicator March 2007
Membership Always Ongoing - PTA in California, 2005-06 Issue 3
Membership Development Calendar – Communicator, May 2007
Mid-Year Membership To Do List - PTA in California, 2006-07 Issue 3
Membership Committee - Year End Responsibilities – Communicator, March 2007
Frequently Asked Questions and Answers – Communicator, May 2007

VALUE OF PTA - SELLING PTA

Join-Why? – Communicator, Oct. 2005
Why join-Why PTA? (Top 3 Reasons) – Communicator, Oct. 2005
The PTA Difference – Communicator, Oct. 2005
Tips for Asking People to Join – Communicator, Jan. 2006
Value of Membership - Worksheet – Communicator, May 2006
Use the Value of PTA - PTA in California, 2005-06 Issue 5
Benefits of PTA Membership (partners/discounts) – Communicator, July 2006
Important Benefits Information For You - PTA in California, 2005-06 Issue 4
Bargain of Membership – Communicator, Oct. 2006
This is Why Your School Needs a PTA – Communicator, Jan 2007
E-newsletters from National PTA – Communicator, Jan 2007

IDEAS, TIPS, BEST PRACTICES

Membership Tips 1 – Communicator, March 2007
Membership Tips 2 – Communicator, March 2007
Membership Ideas that Work – Communicator, July 2005
Membership Ideas from Convention '06 – Communicator, Oct. 2006
Best Practices – Communicator, Jan. 2006
Partnering Ideas for PTAs – Communicator, July 2006

MEMBERSHIP RECRUITMENT

Membership Recruitment = Good PR - PTA in California, 2006-07 Issue 2
What Members Need – Communicator, March 2006
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Ways to Keep Members Happy – Communicator, May 2006
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