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Introduction to Membership

The strength of your PTA lies in its membership—the parents, teachers, school administrators, business leaders, and community members who devote themselves to making a positive difference in the lives of children. Members are the lifeblood of Utah PTA by providing the passion, leadership, and hard work needed to fulfill Utah PTA’s Mission.

Every individual who joins PTA is giving something, not only to his or her child but to every child. Imagine how much stronger your community could be if every parent, every community member, and every business leader who could be involved in PTA did get involved.

Attracting new members and retaining current ones are among the most important duties of a PTA. A strong membership is essential for PTA to be a force in decisions involving the welfare and education of children. But a thriving membership doesn’t just happen; it requires good planning and year-round attention from leaders like you.

Your PTA should plan and hold a kickoff membership campaign during Back-to-School and then continue membership recruitment efforts throughout the year. Every PTA event is an opportunity to recruit new members, and every participant is a potential PTA member or supporter! Successful membership recruitment drives are essential to bring new volunteers and excitement to your PTA.

September is Utah PTA Membership Month and PTAs everywhere will be launching local membership campaigns. The campaigns will build on the excitement of children going back to school and encourage parents to get involved in their children’s lives. Utah PTA Membership Month provides an opportunity for PTAs across the state to create joint membership events in our communities.

January is another important back-to-school period and a great time to recruit new members. Parents are resolved to be more involved, and new families may have moved into the community. The PTA January Membership Campaign, with its theme of “New Year…New Opportunities,” plays on people’s optimism that the new year brings new opportunities to improve themselves, their lives, and the world around them—reminding parents that it’s not too late to join PTA to make a real difference for their children and schools in the current school year.

Many PTAs run only one membership campaign a year – in the fall. But those PTAs that run more than one campaign a year have, on average, 20 percent more members. That’s because potential members have more opportunities to say “yes” to becoming a member. Nationwide, approximately 18 percent of PTA members join in January and February, second only to the traditional, fall back-to-school campaign period.

As part of the effort to increase parent involvement, Utah PTA has put together membership campaign ideas and customizable marketing tools to help each PTA reach out to new members during Utah PTA Membership Month, the January Membership Campaign, and year-round. These materials are available at www.pta.org. Additional tools and resources to help you develop programs and increase participation in your local PTA are available in the PTA Back-to-School Kit, on the National PTA website, www.pta.org.
Guidelines for the Membership Chair

Responsibilities of the Membership Chair

The membership chair is responsible for facilitating the work of the membership committee and ensuring timely, accurate communication with other PTA committees and officers. The membership chair and committee should develop a membership growth plan that will direct the activities of the committee. This plan will create membership recruitment and retention strategies that will lead to overall membership growth. Other responsibilities of the chair include:

- Attend scheduled meetings as determined by the local President, including leadership and membership training at the Utah PTA Leadership Convention for training and information.
- Know your council, region, and state membership representatives.
- Create and lead the membership committee in development efforts to reach membership recruitment and retention goals.
- Follow state membership calendar and timeline.
- Conduct a membership drive with an effective membership campaign. An effective campaign can strengthen current members’ perception of the value of belonging to the PTA. Your members will find out what your PTA/PTSA is all about, and they will see firsthand that PTA/PTSA can effectively accomplish its goals. Incorporating their ideas also demonstrates the PTA’s interest in members’ opinions, skills, and knowledge, and shows individual members how they can be advocates and be a voice for all children.
- Distribute membership cards to local members (You will receive these from your council president or region director).
- Maintain accurate membership records and relevant information on the Membership Committee work.
- Maintain Membership procedure book which includes:
  1. Local Bylaws
  2. Local PTA Calendar
  3. Committee List
  4. Membership Roster
  5. Campaign
  6. All Membership Information
- Work with the council, region, and Utah PTA membership chairs to ensure membership goals are being met.
- Check Utah PTA website: www.utahpta.org for membership updates.
- Adjust local dues according to Utah and National PTA dues increases, by following the appropriate procedure.
- Apply for Utah PTA membership awards.

Develop a Membership Committee

- The goal of the membership committee is to build an informed, active membership that supports the mission, purposes, policies, and programs of the PTA. Under the direction of the membership chair, the committee should develop a membership recruitment and retention plan that emphasizes a year-round effort to involve new members. Well thought-out committee plans made early and carried out with enthusiasm and imagination throughout the year will contribute to the success of membership development.

Committee Size

- The size of the committee will vary, depending on the needs of the local PTA.
- Most membership committees will include from 3 to 10 members.
Committee Composition

- Local PTA membership committees should include parents, teachers, and principal.
- Local PTSA committees should have at least one student on their Board.
- Local membership committees should include a representative from all areas of the local school community.

The Membership Committee May Include:

- Principal—to provide administration assistance.
- Treasurer—to coordinate collection and remittance of dues
- Publicity Chair—PTA public relations
- Program Chair—to coordinate school events and membership opportunities
- Hospitality Chair—to welcome and greet everyone at meetings and all school functions.
- Teacher VP—to promote faculty involvement.
- Student Representative—to promote student membership in PTSA.
- Community Representative—to reach out to supportive business/partnerships.
- Parent—to assist with friendly personal invitations and phone call follow-up.
- Engaging Minority Leaders (EML) Representative to reach out to all parents.
Utah PTA Membership Information

Accurate Records
It is very important for the Membership Chair to keep up-to-date and accurate records of their PTA members. Keep the list updated as new members join PTA. Include the member’s name, address, email address, phone number, and child/children’s name(s). The date the member joins PTA is also important for accurate record keeping.

The Membership Chair:
- Keeps an up-to-date list of all PTA members.
- Provides copies of the most current membership list to the local president, secretary, and treasurer.
- Provides a copy of the most current membership list to the council president or region director, if requested.
- Provides a copy of the most current membership list to the nominating committee for considering members to be nominated for PTA offices.

Membership Dues
Local membership dues vary according to local PTA bylaws. Council dues vary according to council bylaws. Utah PTA and National dues are established by vote of the delegates at Utah PTA Business and Resolutions Meeting at the Leadership Convention and National PTA Convention.

Membership Dues:
- Cover costs of printing, mailing, leadership training, developing programs, and maintaining Utah PTA and National PTA offices.
- Are NOT fund raisers.
- Sustain the function and purposes of PTA.
- Must be submitted through MemberHub by the 25th of every month.
- Must be submitted through MemberHub by February 1st of the current year to be a PTA in good standing on Utah PTA records and to be eligible for membership awards.

Year-Round Schools
A year-round school may designate its enrollment month and “membership year” according to its calendar, as long as Utah PTA remittance dates are met.

Year-round schools may contact their region director to receive membership cards as early as possible.

If the school has several tracks (for example, there are four tracks in the 45-15 plan), the annual membership drive should be extended to allow sufficient time for parents from all tracks to join. If annual enrollment is conducted in the summer, date the membership cards with the appropriate month.

New Local PTA Packet
A new local PTA packet is available at the Utah PTA office. To receive a copy call the Utah PTA office at 801-261-3100.

Back-to-School Kit
Each local president should receive this kit of resources in the fall from National PTA. Be sure Utah PTA has the new local president’s information (name, address, phone number, and E-mail) in May, after which he or she must go on the National PTA website, www.pta.org, to register to receive this valuable box of resources.

Membership Envelopes are available at the Utah PTA office or the Utah PTA Leadership Convention. They are $15 per box of 500.
1. The nominal yearly dues support the local, council, state and national PTA and are not a fundraiser.

2. Membership that extends locals’ influence beyond their community, helping to secure state and national action for the benefit of all children.

3. A proven organization of volunteers that unite to provide help, resources, and support for students, parents, teachers, administrators, and schools.

4. A local organization that provides information, resources, and a variety of programs and activities to enhance the education of children and youth.

5. Local leadership training: Leadership Convention, Local Leader Handbooks, local PTAs field service, Emerging Minority Leaders, financial training and oversight, newsletter, etc.

6. Advocacy: A united voice for all children in local communities. Member-to-member Network, Advocacy Conference, PTA Day at the Capitol, etc.

7. Local and state award recognition opportunities, etc.

1. Operating dues from local PTAs set at $1.75 per member to support Utah PTA functions, resources, programs, and activities.

2. State-wide leadership training: child advocacy; Local, Council and Region leadership, Leadership Convention, website: www.utahpta.org, etc.

3. Advocacy: a united voice for all children at state legislative and executive levels of government. Member-to-member network, Advocacy Conference, oversight of school Trust Lands, PTA Day at the Capitol, etc.

4. State-sponsored programs that enrich the lives, talents, and interests of students; Reflections, Battle of the Bands, Gold Medal Schools, Hope for Tomorrow, Red Ribbon Week, Teen Dating Violence Awareness, etc.

5. State and National award recognition opportunities: Outstanding Volunteers, Educators, Administrators, PTA members, etc.

6. Scholarships for students; grants to locals to assist in arts education.

7. Representation at National PTA Conventions concerning Utah PTA members’ concerns and issues.

8. Representation on boards and committees with cooperating partners and agencies for children.

1. Operating dues from local PTAs are set at $2.25 per member to support National PTA functions, resources, programs, and activities.

2. Advocacy: a united voice for all children at national legislative and executive levels of government.

3. Nation-wide training sessions & workshops for Local & State leaders and members.

4. National resources for all PTA leaders, members, and parents.

5. National member-to-member network for information and input on child advocacy issues.

6. Member benefits: discounts on goods and services from member benefit providers.

7. E-Newsletters: PTA Parent, Local Leader News, Partners in Leadership, This Week In Washington, PTA Benefits, etc.

8. Website: www.pta.org: parent resources, e-learning courses, webinars, etc.

9. National Programs: Take Your Family to School Week, Reflections, 3 for Me, etc.

10. National Awards: Unit Award, $1897 Awards, Excellence in Education Partnership Award, membership awards, etc.
The purpose of Utah PTA Membership Awards is to help increase membership by serving as a motivational incentive and provide a meaningful reward to those schools who have promoted membership throughout the year. Award applications can be found on the Utah PTA Website: www.utahpta.org. Local PTAs will submit award forms to their council, where councils will honor award recipients, and councils will submit award forms to region where regions will honor award recipients and send to the Utah PTA office.

Please apply for many awards. Each award application should include a separate application form. Please remember to keep a copy of your application and supplemental materials. Applications will not be returned.

Information and Forms for the New Utah PTA Membership Awards can be found:

→ On the Utah PTA Website: www.UtahPTA.org/director-membership

→ On the Utah PTA thumb drive which was distributed with Leadership Convention materials. You may also purchase one from Utah PTA for $5.00

→ In the Utah PTA Membership Handbook which was distributed during the Leadership Convention and is also available on our website and thumb drive or from the Utah PTA Office - 801-261-3100