

# LAPTA ToolKit

2022 - 2023



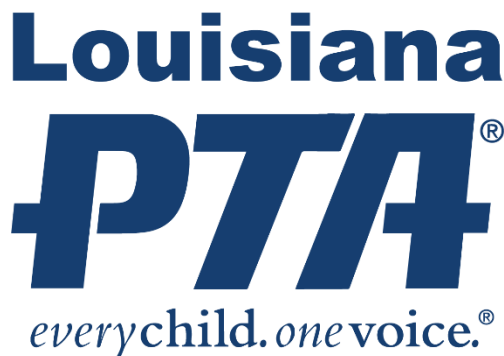
# Membership

## 2022 – 2023

### Section 6

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# ABOUT NATIONAL PTA

The Local PTA Unit is a member of the Louisiana PTA (LAPTA) and National PTA organizations, maintains the requirements for active affiliation, and shares the mission, purposes, values, and standards of National PTA. Find more information at LouisianaPTA.org and pta.org.

**Why are we here? Mission:** To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

## Purposes

- To promote the welfare of children in home, school, places of worship, and throughout the community;
- To raise the standards of home life;
- To advocate for laws that further the education, physical and mental health, welfare, and safety of children;
- To promote the collaboration and engagement of families and educators in the education of children;
- To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children;
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.



## Values

- **Collaboration:** We work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.
- **Commitment:** We dedicate ourselves to children's educational success, health, and well-being through strong family and community engagement while remaining accountable to the PTA's founding principles.
- **Diversity:** We acknowledge the potential of everyone without regard to age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.
- **Respect:** We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our PTA's goals.
- **Accountability:** All members, employees, volunteers, and partners share responsibility to align their efforts toward the achievement of our PTA's strategic initiatives.

## National PTA Standards for Family-School Partnerships

- Standard 1: **Welcoming All Families Into the School Community** – Families actively participate in the life of the school, and feel welcomed, valued, and connected to each other, to school staff, and to what students are learning and doing in class.
- Standard 2: **Communicating Effectively** – Families and school staff engage in regular, two-way, meaningful communication about student learning.
- Standard 3: **Supporting Student Success** – Families and school staff continuously collaborate to support students' learning and healthy development both at home and at school and have regular opportunities to strengthen their knowledge and skills to do so effectively.
- Standard 4: **Speaking Up for Every Child** – Families are empowered to be advocates for their own and other children, and to ensure that students are treated fairly and have access to learning opportunities that will support their success.
- Standard 5: **Sharing Power** – Families and school staff are equal partners in decisions that affect children and families and together inform, influence, and create policies, practices, and programs.
- Standard 6: **Collaborating With Community** – Families and school staff collaborate with community members to connect students, families, and staff to expanded learning opportunities, community services, and civic participation.

## LEADERSHIP TRAITS

→ effective leaders. Their skills and abilities allow them to step into a variety of roles, and they see the value people have to offer and seek their involvement. They provide a clear purpose that others want to follow. They lead with integrity and strive to continually improve. As Treasurer, you are a leader.

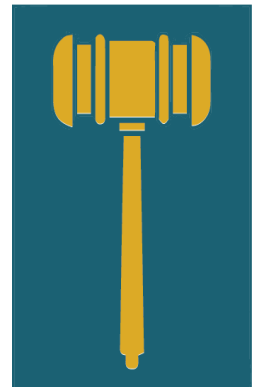
The following are competencies effective leaders demonstrate and use to make every child’s potential a reality.

- **Self-Awareness** – Has the ability to assess their own strengths and weaknesses
- **Vision** – Demonstrates a clear understanding of the future and how to get there
- **Relationship Building** – Develops trust and mutual respect, and values diversity
- **Critical Thinking** – Obtains all the relevant information, identifies problems and causes, evaluates information, and determines criteria that indicate solutions
- **Time & Resource Management** – Effectively prioritizes and manages resources to accomplish goals
- **Motivation** – Demonstrates and promotes interest and enthusiasm
- **Empathy** – Recognizes verbal and nonverbal feelings, needs, and concerns of others
- **Creativity** – Sees and thinks of innovative ideas, alternatives, and ways to do things
- **Communication** – Listens actively and conveys information clearly, concisely, and accurately in both writing and speech
- **Collaboration** – Works with a team to achieve a common purpose; puts service before self
- **Delegation** – Shares responsibilities including guidance and follow up, fostering leadership in others
- **Continuous Learning** – Pursues development of skills and knowledge
- **Integrity** – Does the right thing when no one is watching
- **Initiative** – Steps up unprompted going above and beyond with excellence

## INTRODUCTION

Today, PTA's role is more important than ever in connecting parents, teachers, and administrators and supporting critical school needs. One goal of PTA is to make visible its often invisible work by highlighting the value and impact of PTA on individual children and emphasizing that membership involves as much or as little time as one has to offer.

Membership is the foundation of PTA. As membership chair, you are the one most responsible for enrolling as many new members as possible for PTA. Yours is one of the most important duties in the entire organization, for nothing can happen without members. Membership is open to anyone who believes in the National PTA Mission and Purposes. PTA is committed to being inclusive in its efforts to represent and assist all who nurture and educate children. It not only welcomes but actively seeks in its membership the widest diversity of cultures, races, ethnicities, creeds, and economic and educational statuses. National PTA is the largest and oldest nonprofit, volunteer, child-advocacy organization in the country. Its purpose is to make better lives for all children and youth. Because the membership of the PTA comes from such geographically, culturally, and economically diverse backgrounds, this organization has the true potential to help every child.



This Membership Toolkit outlines how to best communicate about the value of PTA membership. This campaign is built to bolster your existing membership recruitment work with consistent messaging and customizable, dynamic visuals to use in emails, on your website, and on social media channels. Visit [PTA.org](http://PTA.org) and select Membership Resources under the “Run Your PTA” menu for graphics, resources, and documentation. We cannot thank you enough for the work you do on behalf of PTA. This new campaign theme will increase membership and allow you to build on the important work you are doing!

## MEMBERSHIP CAMPAIGN THEME

Visit [PTA.org](https://www.pta.org) and select **Membership Resources** under the “Run Your PTA” menu where you can find graphics, resources, and support documentation. While a Local PTA Unit can choose their own annual membership theme, National PTA chose a clear and concise phrase to motivate and recruit new members and reinforce the value of PTA membership. The overarching membership theme is **PTA For Your Child**. The other new theme for the year by National PTA is **You Belong in PTA**.

### **PTA For Your Child or You Belong in PTA**

This overarching message serves as the basis for all campaign messaging. The number one reason people did join PTA was because no one asked them! PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that you are part of a powerful association and action plan that focuses on programs and initiatives that strengthen your child's education and the family-school partnership. However you PTA, it's all an investment in your child. PTA to support your child's teachers and curriculum. PTA to advocate on the issues impacting your child and affect change at the local, state, and national levels. PTA to build a stronger, more diverse, and inclusive school community. There is no wrong way to PTA, and we invite every family to participate, because we can do more together than apart. *How do you PTA?*

PTA is no longer a noun. It's a verb, an action plan working to support your child's success! It's an invitation to every family in every school to participate, because we can do more together than we can do apart. There's no wrong way to PTA, just as long as you're doing it for your child. You can give money by joining and donating. You can volunteer time and effort. Or you can help grow our presence at the local, state, or national level as an advocate for improving your child's education.

## MEMBERSHIP DUES

When someone joins a Local Unit, they also become a member of Louisiana PTA (LAPTA) and National PTA. Each unit submits to LAPTA the portion of dues collected for state and national dues. Currently, that is \$3.50 per member. National PTA receives \$2.25 and LAPTA receives \$1.25. LAPTA has the responsibility of forwarding National PTA's portion. National PTA and LAPTA dues must be submitted for each member. The Local Unit is obligated to remit dues for every person who joins their PTA. A unit's Active Affiliation could be in jeopardy if it, for example, it collects dues from 100 members but only remits dues to LAPTA for 30.

Membership in a unit is required for the privilege of voting, holding office, and attending the LAPTA and National PTA Conventions as a voting delegate. Board members are required to submit membership dues. See the Roster Form at the end of this section to help track who still owes dues. Joining one PTA does not give voting privileges in another PTA. Dues must be submitted to each separate PTA. Membership is valid from date of issue through June 30 of each year.



The Treasurer shall deposit any checks or cash collected from the membership drive at their school as soon as possible. Memberships shall be submitted monthly to LAPTA. March 15 is the cut-off date to qualify for LAPTA membership awards. Dues received after March 15 are included in the current year's total members to National PTA but are not considered in the count for membership awards. See “Submit Membership Dues” in this section for details on submitting member dues to LAPTA.

**The LAPTA and National PTA's portion of a unit's dues of \$3.50 are not part of a unit's gross income. Only the portion the unit charges above the \$3.50 is considered income when reporting income to the IRS.**

# MEMBERSHIP RESOURCES

For the most current campaigns, tools, learning videos, documentation, and more, go to [PTA.org/home/run-your-pta/membership-resources](https://PTA.org/home/run-your-pta/membership-resources). Download the graphic below from LouisianaPTA.org/membership or right click the graphic in the Word file for the LAPTA Toolkit: Membership and select "Save as Picture...."

## 10 Reasons YOU belong in PTA!

And so do your relatives, neighbors, and friends! No time required!

<p><b>PTA creates</b> the village that helps to raise our kids and strengthen our community.</p> 	<p><b>PTA links</b> families to important school and community information.</p> 	<p><b>PTA hosts</b> fun, educational programs and events for our families.</p>
<p><b>PTA raises</b> money to support the needs of our school community.</p> 	<p><b>PTA engages</b> in school and digital safety initiatives.</p> 	<p><b>PTA offers</b> kids the chance to explore arts and develop creativity.</p> 
<p><b>PTA inspires</b> a love of reading and enhances student literacy.</p> 	<p><b>PTA promotes</b> healthy lifestyles and food choices for every family.</p> 	<p><b>PTA tracks</b> policies so we can <b>ADVOCATE</b> for what's best for kids, families, and schools.</p>
<p><b>PTA believes</b> we can make EVERY CHILD'S potential a reality!</p>		

Show you believe today. **Join PTA.**





# CREATE YOUR OWN PTA VALUE MESSAGE

When seeking PTA members, remember to always make an explicit Ask to Join. Clarify what PTA membership means and that it is different from volunteering. Remember that *everyone* belongs in PTA, and that *everyone* is interested once they understand the association’s value and role.

To create a custom PTA message, use the following three high-value areas for the different audiences your PTA wants to recruit. For each value, answer three questions and then combine into a Value Message. Below are sample answers put together to create an impactful statement.

See the complete details on creating your own custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.

 <h2 style="display: inline-block; margin-left: 20px;">Value 1: Our PTA Creates Connections</h2>	
Questions	Sample Answers (Customize to your PTA)
Why should I join the PTA?	Your PTA membership can help you build a village to support your child and connect you locally and nationally to a network that supports all children.
Specifically, in what ways does the PTA Create Connections?	Meet and have fun with new people and families with kids your child’s age! Connect to important school and community resources.
How do those ways benefit me/my child?	Access resources both inside and outside the school building, like [insert examples of things your PTA has done or intends to do. You can also give examples from National PTA, like the Guides to State Assessments, mental health resources from the Healthy Minds Program, or parenting news and tips from the <i>Notes from the Backpack</i> podcast].



## Our PTA Creates Connections

It takes a village to raise a child – and PTA is how you build that village for your child.

**Our PTA**

You should join our PTA because your membership can help you build a village to support your child and connect you locally and to a nationwide network that supports all children. When you belong to our PTA, you’ll connect to important school and community resources. Being a member of our PTA will help you access resources both inside and outside the school building, like mental health resources from Healthy Minds Program, or parenting news and tips from the Notes from the Backpack Podcast. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

## CREATE YOUR OWN PTA VALUE MESSAGE #2



### Value 2: Our PTA Supports Your Child

Why should I join the PTA?	Our PTA supports your child with education, health, and safety programs.
Specifically, how does the PTA support my child?	Gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; etc.
How do those ways benefit me/my child?	Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

## Our PTA Supports Your Child

PTA gives you the tools you need to support your child's academic, social, and emotional growth.

**Our PTA**

You should join our PTA because PTA supports your child with education, health, and safety programs. When you belong to our PTA, you'll gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; and more! Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

Customize the above graphic to fit your PTA message, PTA name, and add your website and QR Code.

## CREATE YOUR OWN PTA VALUE MESSAGE #3



### Value 3: Our PTA Amplifies Your Voice

Why should I join the PTA?	PTA amplifies your voice through collective impact. We can do more together than we can apart!
Specifically, in what ways does the PTA Create Connections?	Learn what you can do to positively impact students, families and schools, as well as education programs and services. Enhance your knowledge and skills as an advocate.
How do those ways benefit me/my child?	Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations.

The above message is consolidated into the following graphic.





## Our PTA Amplifies Your Voice

As part of a national association, your PTA membership supports child advocacy efforts in our community, our state, and the nation.

### Our PTA

You should join our PTA because PTA amplifies your voice through collective impact. We can do more together than we can apart! When you belong to PTA, learn what you can do to positively impact students, families, and schools, as well as education programs and services. PTA advocacy helps you, your child, and all children because our PTA Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

See the complete details on creating your own custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.



## Our PTA Creates Connections



## Our PTA Supports Your Child



## Our PTA Amplifies Your Voice

# GETTING STARTED

Whether you have more volunteers than you can manage or just a few dedicated folks, you can build a vibrant and robust membership in your PTA. Growing membership is the most critical function in any PTA. Create quick and early momentum with these steps!

## Quick-Start Actions

Email all executive board members, teachers, and last year's members inviting them to re-join for the new year. Speak to the previous membership chair and ask for a copy of the previous year's roster. There are even Membership Awards available. Challenge each executive board member to recruit five members or more.



Ask the principal to routinely promote the value of PTA to the faculty and promote the PTA on the school marquee and other campus advertising opportunities. Ask each school board member to join your PTA. Provide the school office with extra PTA welcome letters and membership packets for new families.

Work with a committee to develop a plan to accomplish your membership goals. Take advantage of all the free resources provided by LAPTA to make your job easier. Visit [PTA.org](http://PTA.org) under the Membership menu for lots of ideas and support documents.

## MEMBERSHIP CHAIR DUTIES

- Register online with LAPTA at [LouisianaPTA.org/submit-officer-data-1](http://LouisianaPTA.org/submit-officer-data-1).
- Regularly submit dues and membership rosters at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership).
- Attend all meetings.
- Understand and share the value that a thriving membership brings to the school and community.
- Form a committee to help plan, recruit, and recognize members.
- Use National PTA's annual theme (*PTA For Your Child*) or develop your own messages.
- Invite every family and faculty member to join PTA.
- Provide repeated opportunities for people to join at every PTA event, on social media, and in all PTA communications.
- Distribute membership thank you notes with membership benefits listed at [PTA.org](http://PTA.org) to all members.
- Before each meeting, provide the Secretary with the most current membership roster.
- Frequently update your school families, local community, and businesses on progress toward your goal.
- Celebrate your membership successes with the school and on social media.

## Setting Goals

**LAPTA has a goal for each Local PTA Unit to grow by at least ten percent from the previous two year's average.** Work with the committee to set recruitment goals to keep everyone focused and on track for success. Ask yourself how people will join. Some PTAs have online purchase options on platforms such as CheddarUp.com, plus traditional envelopes, Membership Packets, emails, social media, and more. Have sign-up tables at Open House or Meet the Teacher events. Continue to recruit throughout the year. Ask local businesses, extended family, local government, and community leaders. Make a good first impression to positively shape how members perceive PTA. This will set the tone to improve support, engagement, and membership renewal in future years.

## Best Practices: How to Ask

When asked why they didn't join PTA, many people say, "Nobody ever asked me!" Whether completely accurate or not, what we know is we must ask repeatedly before everyone actually hears and joins. Your membership should reflect your whole community, so remember to ask everyone. Not everyone will come into the school, see the Facebook post, or find the invitation in their child's backpack, so remember to ask everywhere. People will need to see or hear your invitation multiple times before acting on it, so ask often.

### Top 10 Reasons People Join PTA by Rank:

1. Supporting my local school
2. Taking an interest specifically in my children’s education
3. Taking a general interest in the education of children
4. Staying informed on local campus news
5. Connecting with teachers and administrators
6. Connecting with other parents and community leaders
7. Supporting LAPTA’s efforts to advocate on behalf of children
8. Volunteering for a position in the local school
9. Influencing or having a say on how funds are spent at my school
10. Staying informed on state-wide educational news

When figuring out how to inspire people to join, look at the reasons people said they joined and what they value the most. The research can also help us all be ready to answer the question, why should I join? More than 90% of members join because they believe it is a great way to support their child, the school, and the community.



- Join to support your child!
- Join to support our school!
- Join to support our community!
- Join so you can stay informed on what is going on at our school!
- Join to get better connected to our teachers and administrators!
- Join to meet other parents who value high-quality education!

One of the responsibilities of Membership Chairs is celebrating success. It is critically important to engage with members. When you are successful, shout it from the rooftops! People want to be a part of a successful group. Celebrating your success accomplishes two goals: appreciating members and aiding recruitment. Sharing accomplishments also reminds members that their PTA is part of a larger association that does care about them. Encourage members to participate by creating volunteer opportunities and providing programs that will be of value. Members indicated the number one reason they join PTA is to support their school. Give them the opportunity to have influence by joining, participating, and volunteering. Once they get involved in smaller ways, they may be comfortable with and interested in taking on a bigger role.

## MEMBERSHIP ASK NOTE OR EMAIL

Create a dynamic Membership Welcome Packet at the start of school which can contain everything PTA for the upcoming year. Create a concise form for members to join PTA. Offer online options to join on a platform such as CheddarUp.com. PTA.org has a wealth of resources, graphics, and documentation for membership. Click *Membership* under the “Run Your PTA” menu. The only personal information needed is their first and last name and an email. A sample “membership ask” and thank you note and email are at the end of this section.



## PROCEDURE BINDER

Create a Procedure Binder for membership using the previous Membership Chair’s binder or start a new one.

- Tab 1: Include a summary of any accounts and passwords and the Board roster.
- Tab 2: LAPTA Toolkit: Membership plus Sections 1 and 5, Bylaws, and Standing Rules
- Tab 3: Membership Reports (Rosters)
- Tab 4: Agendas & Minutes
- Tab 5: Notes, email campaigns, Welcome Packet, and other membership materials
- Tab 6: Deposit Forms and Expense Forms from the Treasurer
- Tab 7: Other

## MONTHLY CHALLENGES

LAPTA has a goal of 12,100 members for our 100<sup>th</sup> year in 2022-23, and we need our Local PTA Units to help us reach that goal. To be eligible for awards, PTAs must have Active Affiliation status. The monthly challenges will be automatically determined by LAPTA. All qualifying PTAs will receive a certificate and put into a monthly drawing for \$100 gift to the PTA.

### August

#### Early Bird Award

Submit 25 members by August 31 plus Officer Data at [LouisianaPTA.org/submit-officer-data-1](https://LouisianaPTA.org/submit-officer-data-1)

### September

#### Membership Head Start Award

Jump start the PTA with 50% or more of the previous year's PTA membership by September 30

### November

#### Geaux PTA Award

Achieve more than 100% of the previous year's PTA membership and completed Active Affiliation Packet by November 30

### December

#### Lagniappe Award

Achieve 125% of the previous year's membership and completed Active Affiliation packet by December 31

### January

#### Welcome Back Award

Keep up the momentum with ten new members by January 31

### February

#### Founders' Day Membership Challenge

In honor of our PTA Founders on February 17, add 17 new members by Feb 28

## ANNUAL MEMBERSHIP AWARDS

LAPTA has a goal of 12,100 members for our 100<sup>th</sup> year in 2022-23 and we need our Local PTA Units to help us reach that goal! The annual membership awards will be announced at the General Membership Meeting on March 25. Membership rosters must be submitted by March 15 to [office@LouisianaPTA.org](mailto:office@LouisianaPTA.org). Complete the *Annual Membership Awards Application* form at the end of this section for the applicable awards.

#### Super Grower

Greatest increase from previous year

#### Membership Marvel Award

Increased membership by 10% over the previous year

#### Golden Apple Award

100% membership of teachers and administrators

#### Platinum: One Voice for Every Child Award

Recruit members equal to 100% of student enrollment

#### Gold: One Voice for Every Child Award

Recruit members equal to 75% of student enrollment

#### Silver: One Voice for Every Child Award

Recruit members equal to 50% of student enrollment

## CENTENNIAL BUTTON PINS




It is a special birthday for LAPTA! To celebrate our centennial year, every member will receive a free button from LAPTA! The pin-on button is a 1½" circle with the blue and white "Here We Geaux!" slogan. It is important to submit dues monthly for every member so that LAPTA sends the correct number of buttons to the Local PTA Unit to distribute to their members with the membership thank you note. This really is a big deal and something to be very proud of. Please pass that enthusiasm on to the members!

# MEMBERSHIP GRAPHICS



This image is a flash gif. You can download or save the image from the Word file. Right-click and select “Save as Picture...”.


For the second image, add your PTA name and edit as needed. Right-click and select “Save as Picture...”.



## Our PTA Amplifies Your Voice

As part of a national association, your PTA membership supports child advocacy efforts in our community, our state, and the nation.

### Our PTA



# YOU BELONG IN PTA





# SUBMIT MEMBERSHIP DUES

Only members have the right to bring motions, debate, and vote on PTA business at General Membership meetings. In addition, the local PTA may offer member-only benefits like a directory, no-waiting access at events, discounts on school supplies or spirit wear, etc. Because people can join in a variety of ways, it is important to create one master roster that is shared with the President, Treasurer, and Secretary. The membership roster should not be shared elsewhere.

1. The first step to processing memberships is to go to [LouisianaPTA.org/submit-unit-dues](http://LouisianaPTA.org/submit-unit-dues). Click "PAYMENT LINK" which brings you to CheddarUp.com. Purchase the number of individual memberships sold by the PTA. The cost is \$3.50 each. Local Units must purchase a minimum of 30 memberships from LAPTA per year. The exact number of memberships sold to their members must be purchased. It is important to properly account for all members. LAPTA forwards the National PTA dues portion of \$2.25 to National PTA.
2. Download the Excel spreadsheet called "LAPTA Local PTA Membership Report" by going online to [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). This is the format used for Membership Reports. See below. Rename the file with the [PTA name] Member Report [date]. In the spreadsheet, enter the information in the top section and then last name, first name, and email for every member into the spreadsheet. After submitting dues, **email the Membership Report to office@LouisianaPTA.org**.
3. Repeat the process above monthly. Memberships are good for one year, expiring on June 30.
4. Send out a thank you note to all members by email or paper note at least monthly. Include LouisianaPTA.org and PTA.org for members to check out. A sample is at the end of this section.

LAPTA LOCAL UNIT MEMBERSHIP REPORT 2022-23	
After submitting dues, email this Member Report to <a href="mailto:office@LouisianaPTA.org">office@LouisianaPTA.org</a> .	
PTA Name: _____	Today's Date: _____
School Name: _____	School's Student Count: _____
School City: _____	School's Teacher/Admin Count: _____
School Parish: _____	Your PTA's Membership Goal: _____
Your Name: _____	Total Memberships Year to Date: _____
Your Email: _____	New Memberships for this Report: _____

Member Last Name	First Name	Email Address
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>
<i>Last</i>	<i>First</i>	<i>Email</i>





# CHEDDARUP AND MONEYMINDER

The Louisiana PTA encourages Local PTA Units to utilize online platforms to track finances and collect membership dues. While there are several platforms, LAPTA recommends and uses **CheddarUp.com** to collect membership dues and **MoneyMinder.com** to track finances. CheddarUp also works as a website where documents can be uploaded, forms can be created, and items can be sold. It can work as an online store at little cost. PTAs can choose to have the buyers pay the purchasing fees. **MoneyMinder and CheddarUp partnered with each other. If you have \$179 to MoneyMinder Pro account, you get CheddarUp Team for free!**

**MoneyMinder.com** is simple accounting software for volunteers and makes tracking expenses and deposits and running reports as simple as possible. It is also easily shareable from one Board to the next, with continual access to past years. Cost is \$179 per year. MoneyMinder has a new feature that allows you to e-file Form 990-N directly to the IRS! Form 990-EZ is coming soon. **Add easy tax filing as another bonus!**

The CheddarUp account must be in the PTA's name under the EIN. CheddarUp also requires a personal Social Security Number to open an account, which must come from an authorized bank signer. CheddarUp has reports that show detailed information on a real-time basis. The PTA must have immediate access to know who has paid, the purpose of the payments, and the expected cash transfer amount. Budget the fees as an expense line item in the budget. **All deposit transfers** from CheddarUp must occur at least monthly directly into the PTA bank account and with a completed Deposit Form.

To open a CheddarUp account, use the link below to save 15% and give LAPTA a referral fee.



[CheddarUp.com/?ref=LouisianaPTA](https://CheddarUp.com/?ref=LouisianaPTA)



CheddarUp has the Basic entry level account that is free. If you plan to sell items such as tshirts that have size, quantity, and color variations, then you will need to upgrade to Pro or Team account.

## Basic

Jump right in  
\$0 FREE forever

Basic features:

- ✓ Up to 5 items per collection
- ✓ Up to 1 form or waiver
- ✓ Track online and offline payments
- ✓ One-click spreadsheet export
- ✓ Free and unlimited withdrawals
- ✓ Low processing [fees](#)

## Pro

Perfect for sellers  
\$10/month with annual plan

All Basic features plus:

- ✓ Unlimited items, forms, and waivers per collection
- ✓ Require entry code
- ✓ Offer discounts
- ✓ Set start and end times
- ✓ Include taxes
- ✓ Add shipping at checkout
- ✓ Add multiple item images and variations (e.g., size and color)
- ✓ Visitor Reports
- ✓ Lower processing [fees](#)

## Team

Add managers  
\$30/month with annual plan

All PRO features plus:

- ✓ Add managers and share data while keeping banking info private
- ✓ A Group Page — one URL with all of your collections
- ✓ Account-wide reporting
- ✓ Automatic (recurring) payments
- ✓ Lowest processing [fees](#)

- Visit [Cheddarup.com/?ref=LouisianaPTA](https://Cheddarup.com/?ref=LouisianaPTA) to save 15% off CheddarUp.
- Visit [FriendsofLAPTA.CheddarUp.com](https://FriendsofLAPTA.CheddarUp.com) to see a current PTA CheddarUp site.
- Visit [MoneyMinder.com](https://MoneyMinder.com) to start an account or get more information.

# MEMBERSHIP CALENDAR



## July

- Make plans to attend summer leadership training with LAPTA.
- Meet with outgoing membership chair and new President and set goals for the new year.
- Develop your membership campaign and theme, enlisting the help of membership committee, board members and school principals to ensure a successful year. Consult the theme chosen by National PTA.
- Make plans to attend all Board meetings.
- Ensure that funds are in the budget for membership promotion posters, awards, prizes, and leaflets.
- Have your plan of work approved by the Executive Committee.
- Prepare necessary materials for membership enrollment such as Welcome Packet (with President), envelopes, current dues report, current roster, and current awards form.
- Review all LAPTA awards and award applications and make appropriate plans for eligibility.
- Solicit business incentives.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## August

- Target your school faculty to join PTA before the first day of school. Give the faculty a summary of what PTA plans to do for them throughout the year and why they should join and support PTA.
- Attend LAPTA leadership training.
- Implement your membership enrollment campaign.
- Make sure every Board member joins PTA. They must be a member to be on the Board of Directors.
- Publicize! Use all media – email, Facebook, Instagram, Twitter, newspapers, billboards, radio and TV.
- With the principal's permission, publicize your membership campaign by displaying posters in halls.
- Have your campaign materials ready for the first day of school and for registration.
- Secure lists of teachers and classroom counts from school secretary.
- Have enrollment tables for the first event that parents attend. Have plenty of change on hand.
- Use posters and artwork to keep noticeably displayed membership campaign progress.
- Keep a membership roster using the Excel spreadsheet at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership).
- Send the treasurer all dues money as soon as it is received.
- Early Bird Award:** Submit 25 members plus Officer Data at [LouisianaPTA.org/submit-officer-data-1](http://LouisianaPTA.org/submit-officer-data-1)

## September

- Get support from local officials such as the mayor, judges, or superintendents to recognize your PTA.
- Solicit support of faculty and room reps to keep your momentum going.
- Set up a membership table at open house.
- Continue to publicize membership in PTA.
- Update membership on progress towards goals.
- Review eligibility for membership awards.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.
- Membership Head Start Award:** Jump start the PTA with 50% of the previous year's PTA membership

## October

- Work with program chairman and plan to have a parent education program to reach more members.
- Put articles in PTA, school, or community newsletters.
- Enroll parents, students, staff, bus drivers, grandparents, school board, community leaders, businesses, etc.
- Continue to publicize PTA and update members on progress.
- Give the school office extra Welcome Packets to give to new students when they enroll in school.
- Provide the membership roster to the Secretary and Treasurer.
- Submit dues at [LouisianaPTA.org/membership](http://LouisianaPTA.org/membership). Share membership roster with President and Secretary.

## November

- Continue to make personal contacts with parents and teachers who have not joined.
- Inform Local Unit of progress toward goals.
- Be sure a membership table is set up at all PTA meetings and activities.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Geaux PTA Award:** Achieve more than 100% of the previous year's membership and Active Affiliation Packet

## December

- December 15<sup>th</sup> is the deadline for the Early Bird Award.
- Submit member dues at LouisianaPTA.org/membership for LAPTA and National PTA.
- Relax and enjoy the holidays.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Lagniappe Award:** Achieve 125% of the previous year's membership and completed Active Affiliation packet

## January

- Kick off a spring campaign.
- Continue to recruit new members and try to reinstate dropout members.
- Evaluate progress and plan any new approaches.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Welcome Back Award:** Keep up momentum with ten new members by January 31

## February

- Celebrate National PTA's birthday month.
- Invite new families to join.
- Honor someone from your school with honorary Louisiana PTA Life Membership.
- Continue to recruit members.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.
- Founders' Day Membership Challenge:** In honor of our PTA Founders on February 17, add 17 new members

## March

- March 15 is the deadline for Membership Reports for awards. Prepare applications for any awards.**
- Membership awards announced March 25 at the LAPTA Centennial Celebration in Baton Rouge.**
- Remind the Treasurer to submit final membership dues to qualify for state awards.
- Provide the membership roster to the Secretary and Treasurer.
- Begin preparing Procedure Binder for the next chairman.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.

## April

- Attend the LAPTA Awards Ceremony to receive membership awards.
- Evaluate the year's progress, make written recommendations for next year, and finish your procedure book.
- Work with incoming chairman to plan recruiting ideas for spring pre-registration.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.

## May

- Celebrate your success. Thank you for a great job!
- Pass your procedure book and other records to your successor.
- Breathe a sigh of relief and let go graciously.
- Submit dues at LouisianaPTA.org/membership. Share membership roster with President and Secretary.

# LAPTA IMPORTANT DATES AND DEADLINES

## July 2022

- July 1 Board position terms begins
- July 15 Submit officer data at [LouisianaPTA.org/submit-officer-data-1](https://form.jotform.com/221816998285068)
- July 25 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- July 25 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)

## August 2022

- August 1 Reflections Program opens at [LouisianaPTA.org/reflections-program](https://form.jotform.com/221816998285068)
- August 12 Start working on Active Affiliation Report (<https://form.jotform.com/221816998285068>)
- August 12 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- August 20 LAPTA Leadership Training South for southern Local PTA Units**
- August 25 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)
- August 27 LAPTA Leadership Training North for northern Local PTA Units**
- August 30 Reflections Program Training Zoom Meeting at 12:00 pm and 7:00 pm

## September 2022

- September 1 Review PTA.org and LAPTA ToolKit: Grants for available grants and their deadlines
- September 12 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- September 21 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- September 25 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)

## October 2022

- October 1 Deadline for National PTA.org School of Excellence Submission
- October 9–16 Fire Prevention Week 100<sup>th</sup> Anniversary & Safety Poster Contest (Pre-K – 6<sup>th</sup> Grade)
- October 12 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- October 13 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- October 18 Safety Poster Deadline to Submit Winners (<https://form.jotform.com/221746113272146>)
- October 21 LAPTA Safety Poster Winners Announced
- October 23–31 Red Ribbon Week: “Celebrate Life. Live Drug Free”
- October 28 Deadline for Active Affiliation Report (<https://form.jotform.com/221816998285068>)**
- October 25 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)

## November 2022

- November 1 Plan Family Reading Experience Event; visit [PTA.org/home/programs/family-reading](https://form.jotform.com/221748002230038)
- November 4 LAPTA Reading & Literacy Grant Deadline (<https://form.jotform.com/221748002230038>)
- November 8 Election Day – Advocate for all children by voting
- November 10 Reflections Theme Contest Submission Deadline (<https://form.jotform.com/221745830340147>)
- November 10 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- November 14 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- November 25 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)
- November 28 LAPTA Reflections Theme Search Winners Announced

## December 2022

- December 1 LAPTA Reading & Literacy Grant Winners Announced
- December 5 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- December 12 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- December 20 Submit new membership dues at [LouisianaPTA.org/membership](https://form.jotform.com/221816998285068)

## January 2023

- January 15 Reflections Submission Deadline to LAPTA
- January 17 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- January 20 Deadline for NPTA Legislative Convention (LegCon) Grants <https://form.jotform.com/221776439055159>
- January 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## February 2023

- February 1 Newsletter Award Application Deadline (<https://form.jotform.com/221745628447059>)
- February 1 Advocacy Award Application Deadline at [LouisianaPTA.org/grants](https://LouisianaPTA.org/grants)
- February 9 Louisiana PTA’s 100<sup>th</sup> Birthday
- February 9 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- February 17 National PTA Founders’ Day
- February 17 LAPTA Day of Service Grant Application Deadline (<https://form.jotform.com/221748846538166>)
- February 21 Mardi Gras Day
- February 28 LAPTA National PTA Legislative Convention (LegCon) Grant Winners Announced
- February 28 Deadline for NPTA Convention Grants, Volunteer of the Year Award, and Mentor-a-PTA Award
- February 28 Deadline for Love Louisiana Video Challenge (<https://form.jotform.com/221775295270157>)
- February 28 Deadline for Creative Teacher Grants (<https://form.jotform.com/221796420623152>)
- February 28 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## March 2023

- March 1 LAPTA Reflections Program Winners Announced
- March 2 Read Across America Day ([nea.org](https://nea.org))
- March 6 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- March 15 Deadline for Membership Reports for use in determining LAPTA Membership Awards
- March 24 & 25 LAPTA Centennial Celebration in Baton Rouge with Children’s Recognition Ceremony**
- March 25 LAPTA General Membership Meeting; Winners of LAPTA Day of Service Grants, National PTA Virtual Convention Grants, Outstanding Newsletter Awards, Love Louisiana Video Challenge, Creative Teacher Grants, and Volunteer of the Year Winners Announced
- March 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- March 27 LAPTA Healthy Minds Grant Application Deadline (<https://form.jotform.com/221748198534162>)
- March TBA Virtual National PTA Legislative Convention (LegCon)

## April 2023

- April Transition Time: Planning for the Year Ahead
- April 20 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- April 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- April 28 Submit officer data at [LouisianaPTA.org/submit-officer-data-1](https://LouisianaPTA.org/submit-officer-data-1)

## May 2023

- May Transition Time: Planning for the Year Ahead
- May 1 LAPTA Healthy Minds Grant Winners Announced
- May 8–12 Teacher Appreciation Week
- May 15 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- May 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- May 25 Submit new officer data at [LouisianaPTA.org/submit-officer-data-1](https://LouisianaPTA.org/submit-officer-data-1)

## June 2023

- June 1 Search, share, and publicize Summer Learning Programs at [PTA.org](https://PTA.org) and your local community
- June 12 “Ask LAPTA” Zoom Meeting at 12:00 pm and 7:00 pm
- June 22–25 National PTA Virtual Convention (tentative dates)
- June 25 Submit new officer data at [LouisianaPTA.org/submit-officer-data-1](https://LouisianaPTA.org/submit-officer-data-1)

# WHY YOU SHOULD PTA

## **Why should I join PTA?**

PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that you are part of a powerful association and action plan that is focused on programs and initiatives that strengthen your child's education. PTA membership and dues support your child by funding essential educational and curriculum needs; advocating on behalf of children and educators at all levels; and building an inclusive school community. Join PTA for your child because increasing our membership, even by one, makes it possible to provide important educational resources and to create a stronger school community.

## **Where does my money go when I pay membership dues?**

You become a member of the local PTA, Louisiana PTA, and National PTA. The 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.

## **Does PTA membership require volunteering and attending meetings?**

The only thing required of you to be a member of PTA is to submit the annual membership dues. Beyond that, however you choose to PTA is up to you. PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. From volunteering at school events to participating in local, state, and national advocacy efforts to holding PTA leadership roles – the level of involvement is up to you. There is no wrong way to PTA!

## **How much time do I have to commit to being a member of PTA?**

Membership in PTA can involve as much or as little time as you have to offer. There is no wrong or right way to PTA. Anything you can give, whether it's time or money, supports your child's potential.

## **Isn't PTA a social club for stay-at-home moms?**

PTA is for every family with a child in school. PTA is for moms, dads, caregivers, grandparents, teachers, and the community. While some PTA work appears purely social including family events that are organized to strengthen school community, much of PTA's work focuses on funding essential school resources and curriculum needs, as well as advocating at all levels, which impacts your child's health, safety, and quality of education.

## **How does PTA ensure it represents every child and family at the school?**

We encourage every family in the school to become a PTA member to support the success of their child. We want a diverse membership base that reflects all families and needs of the students at the school. PTA strengthens connections between your family, your child's classmates and their families and teachers to build a thriving and inclusive community for everyone.

## **How does PTA impact my child?**

PTA provides schools access to experts, resources, trainings, and dozens of nationally recognized educational enrichment programs that impact a child's education such as the Family Reading Experience, in partnership with the Reading is Fundamental. PTA funds the nation's largest and longest running student arts program, Reflections®, which provides students access to arts, music, literature, dance, drama, and visual arts. PTA's national advocacy efforts have helped establish universal kindergarten and the National School Lunch Program, the juvenile justice system and anti-child labor laws.

## **How do you advocate at the national, state, and local levels and why is it important to my child?**

PTA is active at the local, state, and national levels, impacting decisions affecting your child's health, safety, and quality of education. During the past 120 years, PTA's national advocacy efforts helped establish universal kindergarten, the National School Lunch Program, the Juvenile Justice System, and anti-child labor laws.





## **Social Media Administrators**

Local PTA Units are encouraged to have an online presence through social media and other platforms. All PTA social media posts must be respectful, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, and nonpartisan according to PTA policies. The purpose is to increase awareness, promote participation, and increase membership in PTA. Social media accounts must include “PTA/PTSA” or “Parent Teacher Association” to designate a different entity from the school. The administrators of social media accounts must be PTA Executive Committee or Board Members with a minimum of two administrators per account. The PTA has authority over the PTA social media accounts. Local PTA Units must respectfully work with their principals who shall be informed of any online accounts. Content must follow all school and school board rules, guidelines, and policies. No school may operate social media accounts with PTA/PTSA in its name.

## **Communication Strategy**

Before posting on social media, take time to consider what information will be most useful for members and what communication methods will be most efficient. Use a variety of communication methods to reach all constituents. Not all communities have equal access to technology. Be aware of cultural and language differences and translate your materials into other languages as needed.

## **Social Media**

Social media platforms allow PTA to connect to members and potential members in a very interactive way. PTAs can share information, photos, and videos that can help to increase membership, communicate with current and potential members, fundraise, generate positive exposure, receive feedback, and network. Use social media to teach, remind, and recognize the members. Consistently monitor the sites. Give credit where it is due. In the process of gathering ideas and being influenced by others, remember to provide a link to the original content and use the author’s name and/or organization whenever possible. Keep content and comments professional and respectful. Be consistent. Be sure to maintain consistency across platforms with PTA brand guidelines. Be safe. Be particularly mindful of child and family privacy.

Choose PTA individuals who are willing and able to provide high-quality basic social media posts, produce content, and moderate content posted by others. Disagreements are central to growing ideas, but do not attack anyone personally. Quickly address any inappropriate messages or misuse of the PTA brand. Be prepared to respond to negative or inaccurate posts if a reply is warranted; however, some negative comments do not require a response, while others should be taken seriously and addressed.

Personal lives and professional work can intersect on social media. Navigating between them can be difficult. Communicate the ground rules ahead of time to ensure that all volunteers are clear about the expectations. When volunteers communicate through social media, unless authorized to speak on behalf of PTA, they are representing themselves and should use a disclaimer that what is being said is representative of their own views and opinions. If an individual is speaking on behalf of PTA, that should also be made clear.

## **Privacy and Permission**

PTA should not post photographs or images of any volunteers, families, children, etc., on any social media without having their express permission to do so. Secure a written consent form at events or at the beginning of the school year releasing the rights to use and post pictures. Do not discuss a situation involving individuals on a social media site that might identify the person. Don't post anything that would not be appropriate to present at a conference or in person. When sharing information from another source, assume that it is copyrighted and properly cite the source or provide a link to the original content.

**AIM Insurance offers** additional coverage for Media Liability to cover online liability.

## Remember, You Are Representing the PTA

- Adhere to PTA policies regarding noncommercial, nonpartisan, and nonsectarian content.
- Inform every family in the school about the aims and accomplishments of the PTA.
- Encourage and highlight attendance at PTA meetings and family engagement in PTA programs.
- Foster cooperation with the school in keeping parents informed about school functions, regulations, and procedures on child-related issues.
- Inform the community about PTA activities and school functions.
- Express appreciation to those participating in or contributing to programs.
- Tackle barriers such as language and culture by translating materials.

## Ensure Quality Communication

- The principal is responsible for the accuracy of school information and compliance with the State Education Code and school district policy, while the PTA president is responsible for the accuracy of PTA information and compliance with PTA policies.
- Use the PTA logo in all communications.
- Abide by copyright laws and republish articles and art in an ethical manner.
- Do not include photographs of or specific information (names, class, email, address, etc.) about adults or students without written permission.
- Create visually interesting communications with careful use of photographs, bullets, quotes, and graphics.
- Have 2-3 people other than the author proofread prior to publishing or posting.
- Keep your message brief and to the point.
- Arrange for translation services.
- Date all materials.

## Social Media Guidelines

- **All PTA social media posts must be respectful, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, and nonpartisan according to PTA policies.**
- Have at least two administrators for each site.
- Posts should be PTA-related such as flyers, events, grants, PTA and school deadlines, and other information valuable to PTA members.
- Keep information current.
- Respond promptly to messages and comments.
- Cite or link the source of original content.
- State when someone is speaking on behalf of the PTA.
- Contact the insurance company to discuss additional coverage for Media Liability.
- Consult Louisiana PTA for further guidance at [President@LouisianaPTA.org](mailto:President@LouisianaPTA.org).

# CUSTOMIZE THE PTA LOGO

PTA established guidelines for the proper use of the PTA name, logos, and tagline (*everychild.onevoice*). When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from other organizations. The success of the PTA brand identity depends on all PTAs' adherence to the guidelines. PTA.org provides a uniform, effective system for PTAs to maintain a consistent, visual style and brand identity for all PTA-produced materials. Visit [PTA.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines](http://PTA.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines). Download "**Customize Your PTA Logo**" Power Point file to type in the PTA name and save the customized logo.

Just as a Chick-fil-A franchise wouldn't change the logo of the company for its location, Local PTA Units may not change the PTA logo. It is a registered trademark. **The PTA Blue is Pantone 541c, or hex code #1A3E6F, or RGB (26, 62, 111). Only PTA Blue, black, or white may be used. The font is Arial Black.** The Registered Trademark symbol must follow "PTA" and the tagline "*everychild.onevoice*."



## HASHTAG AND EMAIL SIGNATURE

Use the PTA For Your Child hashtags in your membership recruitment social media posts to engage followers. Encourage members of the executive board and PTA members to use the campaign hashtags in their own membership-related posts.

#PTAForYourChild, #HowDoYouPTA  
PTA For Your Child



Insert the following *PTA For Your Child* email signature into emails sent on behalf of the PTA. Hyperlink image to PTA registration page.

[NAME], [PTA LEADERSHIP POSITION]

[PTA NAME]

[PHONE NUMBER], [EMAIL ADDRESS]

**How Do You PTA? PTA For All Children! [Tagline of your choice]**

## SAMPLE "MEMBERSHIP ASK" EMAIL

SUBJECT: PTA For Your Child!

Hello! It's time for another exciting school year to start and an important part of Madisonville Junior High is our PTA. MJH PTA supports critical academic needs, is an active voice on decisions that impact your child's health, safety, and quality of education, and builds a stronger, more inclusive school community. We invite you to join and *PTA For Your Child* because increasing our membership, even by one, makes it possible to do:

- Mental Health Event
- Literacy Program
- Used Uniform Sales
- Tutoring Program

There is no wrong or right way to be involved. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. It only takes 5 minutes: [MJHPTA.CheddarUp.com](http://MJHPTA.CheddarUp.com)



Sincerely,

Beth Cleveland, Membership Chair

[mjh.PTAmembership@gmail.com](mailto:mjh.PTAmembership@gmail.com)

(555) 555-5555

#PTAForYourChild

**How Do You PTA? PTA For All Children!**

# SAMPLE "MEMBERSHIP ASK" NOTE

## MHS PTSA Membership Sign up

As we start another exciting school year, an important part of Mandeville High is **our PTSA**. We invite you to join and **PTA For Your Child** because increasing our membership, even by one, makes it possible to have:

- Mental Health Speaker
- Breakfast of Champions
- Staff Appreciation Lunches
- \$25 Teacher Mini-Grants
- Campus Beautification
- Skipper Scholar Breakfast

There are many ways to PTA. Anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. Members of MHS PTSA are also members of **National PTA** and **Louisiana PTA** (who is 100 years old this year)! For member benefits, see PTA.org.

### MHS PTSA MEMBERSHIP

Student Name: _____	1 <sup>st</sup> Hour Teacher: _____
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
Adult Name: _____	Relation to Student: _____
Email: _____	Phone: _____
Membership Type: <input type="checkbox"/> Student <input type="checkbox"/> Parent <input type="checkbox"/> Grandparent <input type="checkbox"/> Staff <input type="checkbox"/> Business <input type="checkbox"/> Other: _____	
For Business Memberships, Business Name: _____	
Email: _____	Phone: _____
Address: _____	

#### Choose Membership Type and Quantity:

- |  |                 |   |                 |
|--|-----------------|---|-----------------|
| <input type="checkbox"/> \$25 Business   | Quantity: _____ | <input type="checkbox"/> \$10 per Adult | Quantity: _____ |
| <input type="checkbox"/> \$7 per Student | Quantity: _____ | <input type="checkbox"/> \$10 per Staff | Quantity: _____ |

**Total Dues Attached: \$** \_\_\_\_\_

*Cash or check to MHS PTSA, or credit cards at Mandeville.CheddarUp.com.*

### DONATIONS are greatly appreciated!

_____ Student Rewards	_____ Teacher Programs
_____ Student Mental Health Program	_____ Hospitality
<b>Total Donation: \$</b> _____	

### I'D LIKE TO VOLUNTEER FOR

<input type="checkbox"/> General Volunteer	<input type="checkbox"/> Compass Weekly E-Flyer	<input type="checkbox"/> Talent Show
<input type="checkbox"/> Lunchbox Spirit Wear	<input type="checkbox"/> Hospitality	<input type="checkbox"/> Skipper Scholar Breakfast
<input type="checkbox"/> Office Volunteer	<input type="checkbox"/> Library	<input type="checkbox"/> Student Care/Mental Health Program
<input type="checkbox"/> Breakfast of Champions	<input type="checkbox"/> Membership	<input type="checkbox"/> Skipper Scoop Newsletter
<input type="checkbox"/> Cultural Arts	<input type="checkbox"/> Parliamentarian	<input type="checkbox"/> Mental Health Committee

Name _____	Phone _____	Email _____
Name _____	Phone _____	Email _____

Complete and return this form with any member dues to the 1<sup>st</sup> hour teacher or turn in at Student Services or go online to Mandeville.CheddarUp.com to submit information and payment.

# SAMPLE THANK YOU EMAIL AND NOTE

SUBJECT: PTA For Your Child Thank you!

Thank you and congratulations! You are now a member of MHS PTSA, Louisiana PTA, and the National PTA. Check out **PTA.org** and **LouisianaPTA.org** for member benefits. Because of you, MHS PTSA will be able to support essential educational and curriculum needs, advocate on behalf of your child at the local, state, and national level, and build an inclusive school community for all families. Your PTA dues directly support:

- Three-in-a-row Honor Roll Picnic
- PBIS Buck Stop
- Teacher Appreciation Luncheons
- Library Literacy Program

To stay informed, follow us on Facebook @MHSPTSA and join us on September 12 for our next PTA meeting.

There is no wrong or right way to be involved. Anything you can give, whether it's time or money, is an investment in your child. How will you PTA?



Beth Cleveland, MHS PTSA Membership Chair  
 MHSPTSA.membership@gmail.com  
 (555) 555-5555  
 #PTAForYourChild  
 How Do You PTA? PTA For All Children!

**Mandeville High**  
**PTSA**  
*everychild.one voice.*

## MHS PTSA Membership Thank you!

\_\_\_\_\_  
Student/Member Name

\_\_\_\_\_  
Teacher

\_\_\_\_\_  
Grade

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Beth Cleveland, Membership  
 MHSPTSA.membership@gmail.com (555) 555-5555 #PTAForYourChild

# YOU BELONG IN PTA

UNITE

SPEAK

ADVOCATE

CHAMPION

CONNECT

INVEST

