

# Membership

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### 3.1 Joining the PTA

With more than one million members, the California State PTA is the largest volunteer organization in the state dedicated to improving the well being of all children and youth.

Parents, teachers, students and community members who join the PTA support local, statewide and national efforts that improve the education, health and welfare of children, youth and families.

To learn more about the history and role of the PTA, see Know the PTA 1.1.

### 3.2 The Value of PTA Membership

Becoming a PTA member opens up leadership opportunities and builds skills in communication and advocacy strategies. Members who are willing to get involved are a valuable resource for starting and maintaining programs and projects to benefit children, youth and the community.

Enrolling members in the PTA is a year-long activity that is carried out by a membership committee. The primary reason for developing membership in the PTA is to build an informed team of individuals to work on behalf of all children and youth. The committee plans, implements and evaluates the membership campaign following the guidelines of the National PTA and California State PTA.

In addition to increasing enrollment, the campaign can (1) make the public aware of the resources that the PTA offers to parents, educators and members of the community who work, in large and small ways, to secure a nurturing, healthy environment for children; and (2) strengthen the PTA voice so that policy makers in all areas, at all levels, will hear a strong, unified message on behalf of children, youth and families.

To utilize the full extent of membership resources, consult the *National PTA Quick-Reference Guide* for descriptions of partnerships, leadership development, legislative influence and national resources. The National PTA website, [www.pta.org](http://www.pta.org), and the California State PTA website, [www.capta.org](http://www.capta.org), also provide helpful resources and information.

#### 3.2.1 Memberships

Any individual who subscribes to the Purposes and basic policies of the PTA becomes a member upon payment of dues to a PTA or PTSA unit. Each member receives an official membership card from the unit. The membership card issued shows that the dues paid to the unit include membership in the California State PTA and National PTA and expires on October 31 annually.

The California State PTA membership year and fiscal year is July 1 to June 30. Those who become members of an established PTA unit after March 31 need to join again at the next annual enrollment to maintain their membership.

The same PTA membership card is used by all PTAs. The cards may not be copied. They are distributed through channels (units receive them from their council, if in council, or their district PTA).

Each PTA is a separate association giving special services to a specific group of children, but is a constituent body of the parent organization and adheres to the procedures and bylaws of the parent organization. Members having children in more than one school may pay dues to support the PTA or youth in each child's school (Article VII, Section 4, California State PTA Bylaws 8.1).

Persons who have received an **Honorary Life Membership** (HLM), given only between 1927 and 1969, do not automatically have the right to vote or hold office. A recipient may become an active member upon payment of dues to a unit PTA.

All members of the California State PTA belong to a unit and are represented by:

- A council (if applicable);
- A district PTA (if applicable);
- California State PTA; and
- National PTA.

A council is a group of PTA units organized under the authority of the California State PTA.

#### 3.2.2 Membership Dues

Annual membership dues include per capita dues to the council (if in council), district PTA, California State PTA, and National PTA. The remaining portion stays in the unit. Dues may differ in amount in each PTA and are listed in the local unit PTA's bylaws.

Membership dues collected by units are generally tax deductible. They are an internal method of recording support and the services that PTA provides are intangible and benefit the entire community, not just the PTA members. However, PTA does not dispense tax advice and it is the taxpayer's responsibility to report personal income and deductions appropriately.

A National PTA parent survey found the top three reasons members join PTA:

- \* Be involved in my child's education,
- \* Work with teachers,
- \* Be a positive volunteer role model for kids.

Every member must receive a membership card upon joining PTA.

See "PTA Membership Benefits You, Students, Your School..." English/Spanish brochure (Forms, Chapter 9).

See List of PTA Materials in the Introduction section to order free brochures.

**through channels:** The route of formal communications through the PTA. Typically from unit to council, council to district PTA, district PTA to California State PTA.

The portion of dues paid to a unit that is specified in the bylaws as due the council (if in council), district PTA, California State PTA and National PTA, known as “per capita dues,” does not belong to the unit but must be forwarded **through channels** monthly. Once membership per capita has been sent by the unit through channels, dues cannot be refunded to an individual member.

Per each unit’s bylaws, per capita dues must be submitted through channels (observe council and district due dates, which may be earlier) to the district by November 15 to remain in good standing. Each district PTA must remit per capita to the state by December 1.

The unit, council and district PTA will be notified by the California State PTA office by December 15 if per capita dues have not been received. To remain in good standing, a unit must remit, through channels, the required per capita membership and insurance, in time to be postmarked from the district PTA no later than March 31.

Membership totals are determined by the amount of per capita dues forwarded through channels to the California State PTA office between April 1 and March 31. Per capita dues received in the California State PTA office by mail after March 31, but postmarked no later than March 31, will be counted in the current year’s total. The California State PTA membership year and fiscal year is July 1 to June 30. Those who become members of an established PTA unit after March 31 need to join again at the next annual enrollment to maintain their membership.

If per capita dues are not received by March 31, the unit is delinquent and the unit’s charter shall be withdrawn by vote of the California State PTA Board of Managers at its April/May meeting.

### 3.2.3 Student Memberships

Student membership is a vital part of the association. It was established over 50 years ago when National PTA authorized the use of the name PTA (Parent-Teacher-Student Association). Its significance remains central and is recognized by many local associations and state congresses that have formally changed their names to PTSA.

Students of all ages are:

- Eligible to join any PTA or PTSA unit.
- Given the same privileges and responsibilities as any other member of the association.
- Encouraged to work together with parents and teachers as a team; developing skills as advocates and community leaders.

PTA is committed to actively involve students in the work of the organization. Parents, teachers, and students are dedicated to work as a team to train youth to

be advocates, and community leaders. The California State PTA actively encourages and supports student participation in PTA/PTSA leadership, events and programs at every level of PTA – unit, council, district and state.

### 3.2.3a CREATING A STUDENT MEMBER DUES STRUCTURE

If a PTA unit chooses to include a student member dues structure with lower dues for students, the bylaws must be amended and forwarded along with the standing rules to the California State PTA parliamentarian for approval.

If students are enrolled as members:

- The amount of per capita dues forwarded must be per person;
- Each student member must receive a membership card; and
- Student members’ per capita dues cannot be subsidized by the unit.

Amended *Bylaws for Local PTA/PTSA Units* must conform to the model following:

Students, upon payment of membership dues, have all membership privileges and responsibilities.

.....  
*Article IV – Membership and Dues, Section 4*

Each adult member of the association shall pay annual per capita dues of \_\_\_\_\_ (\$\_\_\_\_) per adult member to the association.

Each student member of the association shall pay annual per capita dues of \_\_\_\_\_ (\$\_\_\_\_) per student member to the association.

\*\*\*a. Such annual dues shall include the portion of one dollar and seventy-five cents (\$1.75) per member payable to the National PTA.

\*\*\*b. Such annual dues shall include the portion of one dollar and twenty-five cents (\$1.25) per member payable to the California State PTA.

c. Such annual dues shall include the portion of \_\_\_\_\_ (\$\_\_\_\_) per member payable to \_\_\_\_\_ District PTA.

d. Such annual dues shall include the portion of \_\_\_\_\_ (\$\_\_\_\_) per member payable to \_\_\_\_\_ Council.

e. The remainder shall constitute the local portion of each member’s dues and shall remain in this PTA.

.....

### 3.2.4 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 and the PTA’s bylaws must stipulate the number of members considered to be a family (per the example below). If a PTA unit wishes to include a family

The Value of PTA Membership (Examples)				
Unit level	Council level	District level	State PTA level	National PTA level
Advocacy	Advocacy	Advocacy	Advocacy	Advocacy; legislative office in Washington, D.C.
Community projects	Community projects	Community projects	Community projects	Community projects
Convention delegates	Convention delegates	Convention delegates	California State PTA Convention; Delegates to National PTA Convention	National PTA Convention
Collaboration with other organizations on behalf of children	Collaboration with other organizations on behalf of children	Collaboration with other organizations on behalf of children	Collaboration with other organizations on behalf of children	Collaboration with other organizations on behalf of children
Directory	Directory	Directory	Directory	Directory
Emergency student assistance	Emergency student assistance	Emergency student assistance	Electronic notices and communications	Electronic notices, communications, newsletters
Hospitality	Hospitality	Hospitality		
Insurance	Insurance	Insurance		
PTA materials and procedures help new leaders	Leadership training, materials and workshops	Leadership training, workshops, conferences, and projects	Leadership field services and guidance	Field services
Newsletters, print and electronic communications	Newsletters, print and electronic communications	Newsletters, print and electronic communications	Newsletter <i>PTA in California</i> ; service mailings	Magazine, <i>Our Children</i>
Organizational expenses	Organizational expenses	Organizational expenses	Headquarters in Sacramento, CA	Headquarters in Chicago, IL
Parent education, study groups, program booklets	Programs	Programs	Programs, scholarships, grants, awards	Programs: Reflections
Publications	Publications	Publications	Publications and supplies; the <i>Toolkit</i>	Publications and resources
Reimbursement: officers and chairmen	Reimbursement: officers and chairmen	Reimbursement: officers and chairmen	Reimbursement: officers and chairmen, legislation advocates, commissioners	Reimbursement: officers, elected and appointed representatives and committee members
School-student projects	Special projects	Special projects	Special projects	Special projects
Website	Website	Website	www.capta.org	www.pta.org

membership dues structure, the amended bylaws must be forwarded to the California State PTA parliamentarian for approval.

*Article IV, Section 4:*

Each member of the association shall pay annual dues of \_\_\_\_\_ dollars and \_\_\_\_\_ cents (\$\_\_\_\_\_) per member (also means per capita) to the association, or \_\_\_\_\_ dollars and \_\_\_\_\_ cents (\$\_\_\_\_\_) per family of \_\_\_\_\_ (number) members. For each person included in a family membership, the per capita portions listed below shall be remitted.

**3.2.5 Charter Memberships**

Charter members of a PTA are those who are present and pay their dues or whose dues are submitted at the meeting to organize a new PTA.

Only charter members who pay dues at an organizational meeting held after March 31 are entitled to a new

membership card at the time of the next annual enrollment without further payment of dues, upon proof of their charter membership.

**3.2.6 The Value of PTA Membership (Examples)**

Membership dues provide the opportunity for members to raise their voices with others throughout the state and nation to protect children’s rights and ensure that PTA’s voice is heard on issues affecting children and their families as well as providing opportunities for parent education, communication and leadership development as in the examples below.

**For more information** on membership contact the California State PTA Membership Chairman at membershipchair@capta.org or 916.440.1985 ext. 328

### 3.3 Guidelines for Membership Chairman

Membership is the heart of PTA. Along with the entire board, the president and the membership chairman are partners in guiding and directing the membership committee in a successful membership campaign.

The unit, council and district PTA membership chairmen are elected or appointed members who may serve on their respective executive boards.

The membership committee should meet before the beginning of the school year to establish the membership goals, design the membership and outreach promotion, and plan year-long duties and activities. The membership plan must be approved by the executive board.

Each member of the membership committee has a vital role to play in the ongoing membership promotion and must always be included and involved in all aspects of the committee's goals, duties and responsibilities.

For details on the responsibilities of the Membership Chairman at the unit, council and district PTA levels, see "Job Description for Membership" Chapter 10.

Consult the *National PTA Quick-Reference Guide* for additional information on how to be an effective membership chairman, responsibilities of the membership chairman, how to conduct productive committee meetings, membership committee goals, and sample objectives for membership development.

#### 3.3.1 Dues Collection

Contact the school principal to establish the process for the daily collection of membership envelopes without taking away valuable classroom time.

Check into school procedures regarding specific distribution and collection of school materials. Develop a process acceptable to school staff for the collection of membership envelopes. For example, membership envelopes can be sent to the office along with routine school paperwork.

Collect membership envelopes promptly each day. The school staff should not be responsible for this money.

The membership chairman and at least one other PTA board member (not related by blood or marriage) should count the money received each day in the returned membership envelopes.

Use the Cash Verification Form to forward all dues immediately to the treasurer (Cash Verification Form 5.3.4; Forms, Chapter 9).

First remittance of per capita dues must be sent through channels by December 1, postmarked from district. The final installment must be postmarked by March 31.

#### 3.3.2 Membership Information

Each PTA membership chairman is required to maintain a list of the PTA's current members, including dates of membership and contact information. However, it is recommended that PTAs keep their membership lists for a total of three years in the event of an audit by the Internal Revenue Service. Additionally, a membership list will provide information regarding the date that a member joined. Those who become members prior to July 1 need to join again by October 31 in order to maintain their membership.

A current list of members of the association shall be kept on file with the president, secretary, and membership chairman. The membership list should be available at association meetings to determine who is eligible to vote and be provided to the nominating committee. The membership list of the association shall be for the exclusive use of the PTA organization and shall not be available for distribution or purchase by any other organization or commercial entity.

The membership list can be created using National PTA's Online Membership Data Reporting program (OMDR Plus).

California Corporations Code Section 6320 requires that every California nonprofit public benefit corporation (which all PTAs are) "shall keep...a record of its members giving their names and addresses and the class of membership held by each...". The California State PTA has only one class of membership and each individual who joins a local PTA is a member of the California State PTA and the National PTA as provided in the bylaws of each PTA.

#### 3.3.3 Online Membership Data Reporting

National PTA's OMDR—Online Membership Data Reporting—program is used to enter member information, which is safeguarded in a password protected database.

OMDR is designed for use by all levels of the PTA organization to streamline data entry, provide a standardized and simplified way of keeping membership data, improve and expand communication, but most importantly, to make more information available to members based on their choices. OMDR also provides compliance with the requirement that PTA be able to contact all members.

Member information can be entered into OMDR individually—member by member—or it can be batch uploaded by PTAs that maintain membership information in an Excel spreadsheet with the correct fields.

Contact National PTA at [info@pta.org](mailto:info@pta.org) or the state membership chairman at [membershipchair@capta.org](mailto:membershipchair@capta.org) for up to date information on the required fields and procedures.

Local unit presidents enter the OMDR system using the PTA unit's National PTA identification number and the individual member identification number assigned after the district (or council, if in council) is notified of their

election and their contact information is entered into OMDR.

### 3.3.4 Resources for Membership

In addition to this and other sections of the *Toolkit*, there are many other resources that may be helpful:

#### *The District PTA*

Each district has a membership chair or membership vice president and offers annual training and information via newsletters or other means.

Each district may be contacted by e-mail: districtpresident-\_\_@capta.org (insert district number in the blank).

The websites of the California State PTA ([www.capta.org](http://www.capta.org)) and the National PTA ([www.pta.org](http://www.pta.org)) both have membership sections.

“Membership Marketing Templates and Tools,” including ready to use, fill in the blank letters, flyers and other membership promotional items, can be found at [www.pta.org](http://www.pta.org).

Past issues of the Communicator, which include information sheets as well as tips and ideas, are available at [www.capta.org](http://www.capta.org).

What you get from PTA depends on how much you:

- Read and use PTA materials
- Take advantage of PTA conventions and workshops
- Vote on PTA issues and in PTA officer elections
- Learn about what is available to you from your local, council, district, State and National PTAs
- Encourage the PTA to conduct programs helpful to you and your children

## 3.4 Building PTA Membership

The membership committee and the president should work together to develop a membership theme. The president may request the membership committee use a specific theme. PTAs may select the current California State PTA/National PTA theme.

Should the PTA select a different theme, consider how it will appeal to everyone the PTA is trying to reach. Consider how to utilize the theme in the year-long efforts to enroll new members. It is also important to consider the incentives and rewards that will be provided as a part of the membership campaign.

While it is fun and exciting to watch the enrollment numbers grow as the membership campaign progresses, the chairman also should remember the students whose parents may not be able to join PTA. It is strongly recommended to provide an incentive for students to return the membership envelope *with or without* membership

For additional ideas on building PTA membership, go to Tips for Promoting the PTA 6.2.

**NOTE:** Do not use any copyrighted figures, characters, or materials in membership campaigns unless having first obtained the written permission of the entity holding the copyright (Fig. 6-1).

dues enclosed and an educational activity or event that involves the whole school when the membership campaign is complete.

### 3.4.1 Membership Theme Ideas

A membership theme displayed on a bulletin board or in a publication can be used to visually represent the growth in membership enrollment. Such visual displays can also be motivating.

Ideas for themes can come from many places. The school mascot or a community symbol can serve as inspiration. Here are some successful themes that can be used or adapted.

*PTA - Your Voice in the School*

*Let Every Child Be Heard*

*You're Not Losing a Child - You are Gaining a Voice*

*You Belong in PTA*

*Kids are the Heart of PTA (use heart)*

*Our Children - Our Treasure*

*Every Child a Treasure (pirate chest)*

*Invest in Children (piggy bank)*

*Invite, Involve, Invest*

*Lend a Child a Hand (use handprints)*

*It's Time to Lend a Helping Hand*

*PTA-Where Do You Fit In?*

*Members are the Essential Piece (puzzle pieces)*

*Get Hooked On PTA (use fish)*

*Grow With Us (use building materials or flowers)*

*Get the Scoop (ice cream)*

*Bee a Part of PTA (bees)*

*Especially for secondary schools:*

*Stay Connected! Join PTSA!*

*Explore the Depths of PTSA! Become a Member of Our School!*

### 3.4.2 Creating a Welcome Packet

The membership campaign may be started with a special event or by providing a PTA *Welcome Packet* to students' families, the school staff and anyone else the PTA chooses to invite to join. A *Welcome Packet* is a good way to provide some background and information about the PTA.

Assure the *Welcome Packet* is available in the school office for new family registrations that occur throughout the year.

### 3.4.2a SUGGESTED CONTENTS

A welcome letter from the PTA president and membership chairman as well as greetings from the principal (Sample Letters Figs. 3-1 – 3-5). A letter from the principal to the staff may encourage them to join PTA.

PTA membership envelope with the name of the PTA and amount of dues stated on the envelope.

Information on what the PTA does for the school and the programs it offers during the course of the year.

PTA board directory and calendar.

PTA newsletter(s) and PTA website address.

A letter or survey requesting parental involvement (Sample Volunteer Form Fig. 3-6, 3-7) or a letter to staff explaining how they can be involved and asking them what they would like PTA to accomplish in the coming year.

Include brochures and/or publications that are available online or can be ordered directly from the California State PTA. Many are free.

The #1 reason people state they are not PTA members is that they have never been asked.

The only wrong way to ask people to join is not to ask at all!

### 3.4.3 Recruiting and Retaining Members

Building PTA membership depends upon more than just recruiting members. It is important to think about ways to encourage participation and support of PTA events.

Successful recruitment begins by:

- Asking people to join;
- Acknowledging differences and similarities within the membership;
- Learning to understand and accept those differences;
- Practicing respect and welcoming all;
- Involving the under-represented groups in the PTA, being inclusive in order to reap the richness of diversity;
- Discussing honestly what is needed for PTA and the school to be most effective for all students and families;
- Setting realistic goals. There are no magical membership or outreach answers;
- Recognizing each PTA unit is different and unique; and
- Being aware of barriers to involvement and considering ways to overcome them.

Do not become discouraged if challenges arise in efforts to attract new members. Evaluate progress and try something new if current efforts are not successful.

Consider the following ways for recruiting and retaining members.

#### 3.4.3a STEP ONE: IDENTIFY

Identify groups in the community missing from active membership. Work with the principal to identify the make-up of the school community. Consider these questions:

- Who comes to the PTA meetings, and who doesn't?
- Who is on the PTA board (executive committee), and who isn't?
- Who is involved in PTA activities, and who isn't?

Outreach efforts should be targeted to groups not currently involved or represented in your PTA. Look for some common threads that make them identifiable as a group or collection of groups.

#### 3.4.3b STEP TWO: APPROACH

Determine what prevents people from becoming involved. Create a plan to overcome those barriers. (See "How to Provide Translations" in 3.5.)

Start attracting more people to meetings from throughout the school community through personal contact/invitations. Meeting attendance is an important first step in getting members involved.

Contact leaders in the community and inform them about PTA. Ask them to assist in inviting people to PTA meetings.

Host "socials" as a way to welcome new and potential members. Share the opportunities for participation and involvement in PTA. Socials can be planned

- At different times of the day for parents who may work or have child care problems; or
- In different locations (e.g., homes, community centers or church recreation halls) for parents who may not feel comfortable at school.

Consider a "newcomers committee" and/or a "buddy program."

Translate, as appropriate, print and electronic notices and newsletters to communicate with parents.

#### 3.4.3c STEP THREE: REACH OUT

Increasing the attendance at meetings should be one of PTA's goals. Determine what prevents people from coming. To remove those barriers, be sensitive to the needs of new members while respecting the needs of the people who are already involved and regularly attending PTA meetings.

Be sensitive to religious, ethnic, or national holidays and community events when setting meeting dates.

Hold meetings at locations accessible to the physically disabled.

Include the whole family in the invitation to the meeting, and provide babysitting at no cost to parents. (See requirements for PTA-Provided Baby-Sitting Services 5.8.6.)

Provide presentations on topics or activities that interest your members. Survey members in writing or by phone to find out what they would like presented at the meetings, what they want to know about the school, the community, the school district, testing, etc.

Publicize the event in several different ways such as flyers, newsletters, electronic notices, articles in the local paper, notices on cable television or in community and church bulletins. Place on bulletin boards in libraries, local businesses and county social service offices.

Have the room representatives use a phone tree or e-mail list to remind parents about the PTA meeting (Room Representative Coordinator, Job Descriptions, Chapter 10).

Try a different meeting format. Divide into small groups for part of the meeting. People will get to know each other and feel more comfortable.

### 3.4.3d STEP FOUR: RETAIN

Keep members involved in PTA activities by providing various opportunities for involvement. If people enjoy themselves at a meeting, they will be more likely to come again. Ensure that they feel welcomed and accepted by the others there and understand or feel engaged in what is happening at the meeting.

#### *Ways to Make People Feel Welcome*

Use the hospitality committee and officers to greet people at the door. Find another parent from their child's class or grade and introduce them. This gives both people someone with whom to sit.

Partner newcomer parents with "veteran" parents, so the newcomers may ask questions about the school and PTA and have a familiar face to look for at meetings.

Offer translation services, if English is not the first language of some of the members. Notify parents in advance that an interpreter will be at the meeting.

Use an icebreaker to get people to mingle and talk to each other. Make it simple and non-threatening. For instance, have them find

- Someone with the same number of children, or
- Someone whose first name starts with the same letter.

If meetings are in the early evening, have families bring a picnic dinner and eat grouped by classroom. Provide desserts and drinks.

#### *Ways to Make People Feel Accepted*

Acknowledge that differences in people exist. Learn to understand, not judge, differences.

- People live many different life styles and in different family structures.
- Everyone is unique and carries his or her own set of values and traditions that they learned from their family, culture, ethnic background, religion, and life experiences.

Appoint an outreach committee of interested parents and teachers who can become knowledgeable about the diverse groups within the community and share the information at unit meetings.

Feature different cultural groups at each meeting, and ask parents from that group to help plan and participate in those meetings.

Discuss different traditions or events, and let everyone share how they celebrate or practice these in their homes. These can include children's birthdays, mealtime, and holidays.

Learn about cultural differences in language, body language, dress, and attitudes about parenting and children.

Truly believe that everyone deserves respect. No one is better than anyone else. Knowing a person makes it easier to respect and accept him or her.

Plan activities in which members work together as equals. This is a good way to address social and economic issues.

Be aware of members' physical disabilities. Give consideration to event locations, seating, access, and restrooms to accommodate all members.

### 3.4.3e STEP FIVE: DISSOLVE THE "THEM" ATTITUDE

Create an atmosphere of respect and understanding for all. Sometimes when people are asked to serve on a PTA board, they decline because of the way they have been treated at meetings or because they don't feel like they are part of the "in-crowd."

By following the previous suggestions, people will come to meetings, feel welcome and keep coming. This is the time to get them more involved. Ask them to serve on a committee or the board. Because they will know members of the PTA board from the meeting, they will feel more comfortable in agreeing to serve.

#### *Ways to Involve New People*

Set up committees and build representation from diverse groups.

Provide leadership-training opportunities for new committee members.

Show appreciation for any amount of time a person gives to PTA, even just coming to a meeting.

Write "thank you" notes to those who help with a project or activity. People like the personal touch, and it avoids hurt feelings when names are accidentally excluded in a newsletter "thank you" article.

Involve as many people as possible on PTA projects, so they feel like part of the team. Be creative in the ways people can help:

- A parent with a new baby at home can staple newsletters;
- A grandparent can make phone calls to remind people of meetings; and
- A carpenter can build shelves for storing PTA books.

Include the school staff on the PTA board. Ask the principal if the PTA president may give a short report at the beginning of each faculty meeting. Ask for staff volunteers to serve as committee members or representatives on the board.

### 3.4.3f STEP SIX: CHECK YOUR SUCCESS

Evaluate what has been done and what still needs to be done to include everyone in the community.

#### *You Know Outreach Has Succeeded When*

The make-up of the PTA board reflects the make-up of the school community.

There are new PTA board members every year who represent all parts of the school community.

New people are at each PTA meeting, and many come to the next meeting.

PTA members ask questions and make suggestions during association meetings.

The involved membership includes students, teachers, community, and extended family members, not just parents.

People respond to print and electronic flyers, newsletters and website information translated into all the languages within the school.

Members talk and socialize together before the association meeting starts.

Membership and outreach are part of all PTA activity planning.

The PTA board and membership does not think in terms of “them” and “us.”

## 3.5 Expanding Membership

The California State PTA recognizes that involvement of diverse populations enriches PTA activities and, more important, enhances the well being of all children and youth.

### 3.5.1 Celebrating Diversity

As advocates for children, PTA is most effective when we

- Celebrate our diversity.
- Identify and break down barriers in our organization that discourage people or minimize their involvement.
- Create and work together on common goals.
- Include in our active membership a representation of all ethnic, cultural, religious, economic and social groups in the community.

In evaluating whether or not the PTA is as effective as it can be, here are some questions to ask:

#### **How to Provide Translations and Interpreters**

Put a sign on the counter in the school office that says, “Do you speak...(list all the languages spoken by the children in your school)? Would you be willing to help another parent who speaks one of these languages?” Include a contact name, phone number, and e-mail address.

Check with the school district to see if they have Translators and Interpreters in the languages parents need translated and interpreted. PTA may have to pay for their services.

Recruit people to help translate and interpret through English as a Second Language (ESL) teachers and aides, community leaders, local colleges, adult education programs, or the county office of education.

Use the newsletter, website, local newspapers and community bulletin boards to seek translators and interpreters.

In the PTA newsletter or website, communicate in all the languages of the community. Provide numbers to call if a parent wishes an oral translation of articles.

Establish an answering machine at the school with messages

in all the needed languages about PTA news and upcoming events.

Develop audio or videotapes of recorded newsletters, notices and parenting tips in different languages to send home with students. Students might be able to do the recording.

#### **Tips for Working with an Interpreter**

Watch the audience for signs that someone wants to speak. The signs may be subtle.

Speak to the audience, especially when answering a question. Don't speak to the interpreter.

If giving a prepared talk, supply the interpreter with an outline of remarks.

When speaking, stop every two or three sentences so the interpreter can interpret accurately instead of having to remember a whole speech.

The California State PTA also provides grants to assist with translations (Outreach Translation Grants for Unit, Council and District PTAs 7.17.2).

- Are there large underrepresented groups of California's population missing from the PTA's active membership?
- Is there enough representation from all groups to give us the understanding needed to be advocates for all children?
- Does the way the public perceives PTA allow us to attract a more diverse membership or lessen our ability to be heard as advocates for all children?

### 3.5.1a WHAT IS OUTREACH?

Outreach is PTA's commitment to include the entire community in all phases of PTA programs and activities. It is of such importance that it must be given top priority when planning PTA activities.

A concerted effort must be made to involve every member of the community in PTA, including but not limited to parents, step-parents, foster parents, grandparents, students, teachers, school staff, school administrators, law enforcement officers, governmental services and agencies, and businesses. Everyone needs to be included and invited to join.

### 3.5.1b WHAT TO DO

Form an outreach committee whose members are representative of the school and community.

Survey the school and community by questionnaire, by telephone, or door-to-door. Find out what type of activities would interest them. Find out what might prevent them from becoming involved: language barriers, transportation, baby-sitting needs, times of activities, etc. Find out what constitutes involvement to the people being surveyed.

#### *Develop an Outreach Plan That Responds to the Survey Findings*

Set reasonable goals. What does the PTA want to accomplish?

Develop activities that include and would be of interest to students, single parent families, working parents, grandparents, senior citizens, people with disabilities, non-English speaking people, and community business people.

Provide an interpreter for meetings, as needed.

Reach out through other groups to co-sponsor events or activities with:

- Other committees or chairmen within the PTA organization;
- Student leadership and school organizations;
- Parent advisory committees, such as local area councils, bilingual groups and boosters; and other unit, council and district PTAs in the community, area and state;
- Community groups and agencies; and

- Government community groups and agencies, senior centers and civic organizations, cultural groups, local chambers of commerce and businesses.

Promote and publicize activities through PTA newsletters, e-mail, website, flyers, local newspapers, personal telephone calls, public service announcements (PSAs), and other newsletters. Determine what is the most effective method of distributing printed material: mail, take home, handouts, or personal delivery by adult.

Communicate opportunities beyond PTA activities to appreciate and learn more about cultures from around the world (e.g., museums, festivals, special events/activities, books, TV programs, videos and movies).

For more ideas, see Tips for Promoting the PTA 6.2.

### 3.5.1c EVALUATING OUTREACH

Evaluate each activity while in progress or at its completion. Evaluate accomplishments at the end of the year. Ask oneself and one's committee:

- Were we successful in our outreach efforts?
- Did those participating show an interest in the program?
- Will they come again? Will they bring others?
- Was it accessible to them?
- Will they become involved on the PTA board?
- What would the unit do differently?
- Were there conflicts in planning (scheduling, interpreters, facilities)?
- Was the program timely?
- How could the unit reach more people?
- What made the program a success?
- Were the goals reached? Do the goals need to be revised?

### 3.5.2 Improving Outreach

Events and publicity are two strategies for improving PTA outreach efforts.

#### 3.5.2a PLANNING A SPECIAL EVENT

Whether planning a special membership event or presenting a membership kick-off at Back to School Night, the following will help you organize the activity (Creating an Event 7.3; Forms, Chapter 9).

**Select a date** and reserve it on the school and community calendar. Ask the school board president/representative, mayor, or other civic officials to proclaim *PTA Day* (or *PTA Week*) and publicize scheduled events (Sample Proclamation Fig. 3-8). Use the local media whenever possible, and remember, the best advertising is "word of mouth."

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To understand the tools needed to publicize the PTA and promote the membership campaign, refer to Tips for Promoting the PTA 6.2; and Creating a PTA Public Relations Campaign 6.2.7a.

**Invite everybody** to the event. To generate enthusiasm, include some “special” people—school principal, school board representative, superintendent, school district officials, community leaders, faculty, PTA board members, and past unit presidents. If the school is fortunate enough to have a few celebrities in the area who are willing to be involved, include them also. Remember to include non-English-speaking people and families with a verbal invitation.

**Have a well-organized program** for a successful membership promotion. A short, but “spirited” presentation will be more effective than a long, drawn-out affair. Have colorful displays, information on PTA enrollment and involvement, and describe how PTA works to serve the needs of all children. Music and fun, along with light refreshments, can enhance the festivities.

**Thank everyone for coming** to the event. This will serve as a reminder to join the PTA now, tomorrow, or maybe even next year! Above all, be a gracious host to everyone, whether or not they have joined the PTA.

The California State PTA strongly urges unit, council and district PTAs to refrain from serving alcoholic beverages at PTA functions. Alcoholic beverages cannot be served on public school property. PTAs may not engage in the sale of alcoholic beverages. See *Insurance and Loss Prevention Guide*, Red Section.

## 3.6 Involving Students

Student involvement is the active inclusion and effective participation of students in the work of the PTA/PTSA organization. Involving students is a commitment by parents, teachers, and students to teamwork – a vital process to help train youth to be advocates and community leaders. The California State PTA encourages and promotes full student participation in PTA/PTSA leadership, planning, events, and programs.

### 3.6.1 Student Involvement Committee

The formation of a student involvement committee with student and adult members generates and sustains the active participation of student members. The work of the committee includes:

- Surveying the school community to determine what type of activities would encourage more student involvement.
- Developing a plan and calendar based on the survey results for activities, events and programs for more student involvement. For the planning process, remember to:
  - ~ Set reasonable goals based on needs and priorities.

- ~ Implement programs and activities that are relevant and engage both students and adults in all stages of planning, implementation and execution.

- ~ Allow students to have an active voice by seeking input and feedback from all students including non-traditional school leaders.

- Partnering with other groups to co-sponsor events, programs or activities of interest and relevance to students including:

- ~ Student leadership and school organizations/clubs.

- ~ Other student-focused groups and agencies in the community.

- ~ Parent advisory committees.

- ~ Other unit, council or district PTAs.

- Publicizing upcoming activities through the PTA newsletter, school or PTA website, flyers, e-mail mar-quees, local newspapers, student radio and TV, personal telephone calls, other media and newsletters.

- Celebrating and recognizing student involvement by using a variety of community media as well as school site posters, student radio and TV announcements, postings in newsletters and on websites.

- Evaluating activities and accomplishments on a regular basis to supply valuable input on the effectiveness of student involvement programs. This also provides a roadmap on how and why students were actively involved, and how and why students will continue to be involved in PTA/PTSA activities in the future.

### 3.6.2 Recruitment of Student Members

- Promote an inclusive and welcoming atmosphere that respects all opinions.

- Model practices to acknowledge that students have the same privileges and responsibilities as all other members.

- Encourage students to serve as officers or members of committees including those related to unit programs such as Reflections and membership recruitment.

- Emphasize that PTA/PTSA can be engaging and fun, using logos, T-shirts, music and drama to spark students’ interest and participation.

- Account for school schedules in arranging meetings so students and adults can be represented equally.

- Enhance opportunities for students to develop their talents and skills in public speaking, decision making and conflict resolution.

- Engage students in the advocacy efforts and legislative activities of PTA/PTSA.

- Provide opportunities for PTA/PTSA volunteer hours to be credited towards community service requirements.

- Publicize California State PTA grants and scholarships for graduating seniors who are PTA/PTSA members.
- Make a commitment to ask students to join the PTA/PTSA.

### 3.6.3 Retention of Student Members

The key to retaining student members is to provide a range of opportunities for students to develop their leadership skills and make a difference in their communities.

Design PTA activities which tap into the skills and special interests of student members. Launch programs that showcase students' talents in areas such as the visual and performing arts, website design and management, newsletter production and writing, tutoring, health and safety, advocacy and legislation, community service, the environment and conservation.

When student members are actively involved in the planning, development, and execution of programs and events, PTA/PTSA becomes a meaningful and powerful voice within their school and community. Their contribution as PTA leaders has added benefits and can be used to complete community service hours for graduation and college applications.

Ensure retention of student members by:

- Cultivating a supportive, team atmosphere in which students and adults express their views openly and share their expertise.
- Electing students to serve as officers and members of the nominating committee.
- Surveying the student population to assess their ideas for PTA/PTSA activities.
- Pairing experienced student leaders with new ones to act as their advisors for organizing and overseeing programs and events.
- Collaborating with Associated/United Student Body and other student club leaders to work together toward common goals.
- Holding brief meetings on campus during lunch period or immediately after school.
- Identifying relevant issues to involve students in advocacy efforts that will increase community awareness and implement positive change.
- Coordinating a network of PTA/PTSA students from schools throughout the region as a task force to develop strategies and address community wide concerns.
- Blending leadership with new recruits, job shadowing a veteran student or adult leader to train, motivate and prepare them to take on wider board and committee responsibilities.
- Focusing on doing “with” student members rather than “for” student members.

### 3.6.4 Create a Student Recognition Award Program

Students deserve to be recognized and rewarded for their contributions to PTA/PTSA. A system of recognition and awards promotes a climate of respect and value for PTA involvement. It provides motivation and acts as an incentive for students to continue their hard work and dedication to PTA. For this to be effective, fair criteria must be developed with students rewarded for leadership, vision, and dedication.

There are many ways to honor and reward students for their outstanding accomplishments as PTA volunteers. Design programs, activities and events to celebrate their special contributions with recognitions such as:

- Student volunteer of the day, week, month or year.
- Incentives – student T-shirts, buttons, sweat shirts, caps or bumper stickers.
- Opportunities to speak to community groups or students in other schools about their experiences as PTA/PTSA leaders.
- Annual ceremony, lunch or dinner to recognize PTA/PTSA and its student members.
- Letters of recommendation to college admissions offices or prospective employers based on a student's PTA/PTSA involvement.
- Articles highlighting student success stories in helping to resolve school and community problems using the media -- school bulletin boards, websites, newsletter, yearbook photos, radio, TV (Tips for Promoting the PTA 6.2).
- Special school awards to honor outstanding student volunteers with certificates for students and a school-site plaque listing past recipients.
- PTA/PTSA awards such as the Honorary Service Award.
- Mentorships that use outstanding student members as expert advisors for new PTA projects.

Remember to share innovative strategies for student involvement by applying for the PTA Spotlight Award Program (PTA Spotlight Award 7.6.2; Forms, Chapter 9).

### 3.6.5 Legal Issues to Consider When Involving Students

**Membership Rights and Responsibilities** – Students, upon payment of full membership dues, have all membership privileges and responsibilities.

**Officers and Chairmen** – According to California's Corporation Code and Civil Law, a student may serve in any PTA/PTSA office. All officers, adults and students alike, must perform duties of the office as outlined in the bylaws.

## Financial Procedures:

- **Checking Accounts** – In accordance with PTA policy, two signatures are required on all checks issued for payment. Students may be signatories on the PTA/PTSA account as long as they have been approved as one of the signatures by the association and it has been noted in the minutes of the association. Your local bank should always be contacted if you have questions about this issue.
- **Contracts or Binding Procedures** – All contracts or binding commitments of the association must always be approved and voted on by the association in accordance with PTA policy. Refer also to *PTA Financial Procedures Made Easier*.
- **Bonding Insurance** – If your PTA/PTSA has bonding insurance, you will need to check with your bonding insurance company for information regarding bonding insurance and students.

### 3.6.6 Revising Bylaws to Change to a PTSA

- **Bylaws** – When the bylaws are changed making the unit a PTSA, provision should be made for at least one position on the executive board to be filled by a student. Your unit bylaws should be reviewed for further information—amendments, officers, election of the nominating committee and elections. It is strongly recommended that the entire bylaws—each article and section—be reviewed. The Change of Status form and revised bylaws must be sent to the California State PTA through channels (unit to council, if in council, to district PTA to California State PTA).
- **Dues Structure** – If a PTA/PTSA plans to have a separate dues structure for students, the dues amount must include the per capita amounts required to be sent through channels to the council, if in council, district PTA, California State PTA and National PTA. All per capita dues must be collected and forwarded through channels.
- **Nominating Procedures** – For PTSAs, at least one student should serve as a member of the nominating committee elected at an association meeting. When considering a person for any office, it is always best to make sure the person understands all of the duties of the position. Your unit bylaws and the *California State PTA Nominations and Elections Handbook* should be consulted for further information. It is the responsibility of the nominating committee chairman to fully explain the duties of a position to a prospective nominee.

**For additional information**, contact the California State PTA Student Involvement Chairman at [studentinvolvement@capta.org](mailto:studentinvolvement@capta.org) or 916.440.1985 ext. 330.

## 3.7 Membership Awards

The California State PTA provides a number of membership award incentives. To qualify for the awards below, per capita dues must be sent through channels to arrive in the California State PTA office by the dates indicated. No applications are required.

Districts and councils are strongly encouraged to develop their own membership incentive and award programs to recognize membership growth and other recruitment/retention efforts as well as best practices.

### 3.7.1 Early Bird

**Due:** November 1 postmark for district PTA

**Requirement:** 15 or more members

**Eligible:** Units

Certificates will be distributed through district PTA to each PTA unit that remits for 15 or more members on or before November 1, or be postmarked no later than November 1 from the district PTA. No application required.

### 3.7.2 Chairman's Club

**Due:** November 15 postmark for district PTA

**Requirement:** 50 or more members – Early Bird not required

**Eligible:** Units

Certificates will be distributed through district PTA to each PTA unit that remits for 50 or more members on or before November 15, or be postmarked no later than November 15 from the district PTA. No application required.

### 3.7.3 Membership Challenge

**Due:** March 31 postmark for district PTA

**Requirement:** Increase in membership

**Eligible:** Unit, council and district PTAs

The California State PTA membership committee will announce the annual membership challenge.

Unit, council and district PTAs that increase membership by meeting the annual state PTA membership challenge by March 31 will be recognized at the annual convention. No application required.

**DUE DATES FOR MEMBERSHIP AWARDS**

**To California State PTA office, through channels:**

**Early Bird** — November 1

**Chairman’s Club** — November 15

**Membership Challenge** — March 31

**Presidential** — March 31

**Membership Creativity** — Must be received in California State PTA office by February 1  
(PTA Spotlight Award 7.6.2; Forms, Chapter 9)

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**First required remittance** of per capita for a unit to remain in good standing — December 1

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For more ideas refer to the *National PTA Membership Quick-Reference Guide*.

**2009-2010 State PTA Membership Theme:**

*“Building Community Unity”*

**2009-2010 State PTA Membership Challenge:**

*For unit and council PTAs, membership increase of 5% to receive award.  
Challenge is announced each year at convention.*

Memberships postmarked after March 31  
will be counted in determining membership awards for the following year.

To be eligible for a PTA Spotlight Award, a unit must be a member of the  
Chairman’s Club in the year that the unit applies for the award.

**3.7.4 Presidential**

**Due:** March 31

**Requirement:** Specified below

**Eligible:** District PTAs

The top five district PTAs with the largest numerical district PTA membership increase will be recognized by the California State PTA president at the annual convention. Awards will be presented to the district PTA president and the district PTA membership chairman. No application required.

The top five district PTAs with the largest percentage increase in district membership will be recognized by the California State PTA president at the annual convention. Awards will be presented to the district PTA president and the district PTA membership chairman. No application required.

Any district PTA having 50% or more of their units qualifying for the unit Chairman’s Club Award will be recognized by the California State PTA president at the annual convention. Awards will be presented to the district PTA president and the district PTA membership chairman. No application required.

**3.7.5 Membership Creativity  
(from PTA Spotlight Award Program)**

**Due in California State PTA office:** February 1

**Requirement:** Chairman’s Club

**Eligible:** Units and Councils

The top units and councils displaying membership creativity will be recognized by the California State PTA at the annual convention. Applications due in the California State PTA office through channels.

(Your PTA Name)



*everychild.onevoice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

Date

Dear Family:

Welcome to (Name of School). (Your Unit Name) PTA invites you to join us to make a difference in the education and quality of life for all children.

We realize how important your children are to you and that you want the best for them. The PTA can help you achieve that! We all know children learn more and have better lives when parents, school staff, students and the community work together.

PTA can bring these groups together to share thoughts and ideas about programs and activities that benefit children. Our PTA provides information and resources through workshops, videos, brochures and other communication channels.

In order to help our children and their families, (Your Unit Name) PTA sponsors programs such as:

Energy Conservation	Drug Awareness
Reading Program	Stranger Awareness
Pedestrian Safety	Bicycle Safety

(Your Unit Name) PTA's goals for the coming year are:

(Insert goals)

When you become a member, your support will bring us closer to accomplishing these goals. Our dues are \$\_\_\_\_\_ per member. You can join (Your Unit Name) PTA by filling out the attached envelope; remember to include your membership dues, and return it today. Every PTA is a 501(c)(3) nonprofit organization. Additional support in the form of a donation is always appreciated, welcomed and is tax deductible.

If you would like further information, feel free to contact the PTA.

Sincerely,

(Name)	(Name)	(Name)
PTA President	Membership Chairman	Principal

Member contact information is shared within the organization (California State PTA and National PTA) to provide improved communication and member benefits.

Personalize your letters and print on PTA letterhead.

**Fig. 3-1 Sample Letter to Parents and Families**

(Your PTA Name)



*everychild.one voice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

Date

Dear Student:

Do you want to make a difference in your school, home and community? Do you wish you could have more say in what happens in your school? Do you wish parents, teachers and administrators better understood your needs? Do you think adults should know more about the views of today's students on subjects like teen sexuality, alcohol, drug use, Internet usage and television viewing habits? Do you want to work on an equal footing with adults—have equal rights and responsibilities?

A PTA/PTSA membership offers you these kinds of opportunities. The PTA is one of the largest volunteer organizations in the world. Its six million members include parents, teachers, administrators, students, community leaders and senior citizens.

Adults often decide what is best for young people without consulting them. The PTA/PTSA is one of the few youth-focused organizations that actually gives its student members equal rights, equal responsibilities, and an equal vote. PTA volunteers research and advocate for issues and laws pertaining to youth. Even before legal voting age, your voice will be heard locally, statewide and nationwide as a member of a trusted national youth advocacy organization.

Through PTA/PTSA involvement, you can gain leadership experience and learn new skills such as conflict resolution and goal setting. You also can improve your school and community by organizing and participating in PTA/PTSA programs, addressing such topics as substance abuse, test results, violence prevention, peer mediation, teen health, local legislative issues and arts education.

Join (Your Unit Name) PTA/PTSA. Your perspective will be invaluable. We invite you to attend the next meeting:

(Insert Date, Time, and Location of Meeting)

For more information, contact (Name of PTA/PTSA membership chairman) at (insert e-mail or phone number).

Sincerely,

(Name)

(Your Unit Name)

PTA/PTSA President

Every PTA is a 501(c)(3) nonprofit organization. Additional support in the form of a donation is always appreciated, welcomed and is tax deductible. Member contact information is shared within the organization (California State PTA and National PTA) to provide improved communication and member benefits.

Fig. 3-2 Sample Letter to Students

(Your PTA Name)



*everychild.onevoice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

Date

Dear (School Name) Staff:

The (Your Unit Name) PTA has committed itself to helping parents understand the importance of supporting their children in school activities. We encourage parents and community members to be informed about education issues in order to understand and support our school.

The "T" in PTA stands for teachers and symbolizes the vital partnership between home and school. All individuals in the school community are part of the PTA team. By working together, parents and school personnel can help ensure successful school experiences for your students. Promoting a better understanding of PTA programs and purposes will help the PTA membership to be more effective in its youth-serving activities.

(Your Unit Name) PTA provides the setting for parents, teachers, principal, staff and community members to come together to improve the lives of children and youth through programs and activities. We invite you to join our PTA. The dues are \$ \_\_\_\_\_.

With your support, we can strengthen the home-school connection through parents and staff working together to produce workshops, parent information evenings, newsletters, and other activities.

The programs the (Your Unit Name) PTA will be doing this year are:  
(List some programs.)

Your membership in (Your Unit Name) PTA will strengthen our ability to provide the best learning environment for all our children and youth.

Please join (Your Unit Name) PTA today. Complete the attached membership envelope; enclose your membership dues and place in the PTA box, along with the completed form below asking how PTA volunteers can assist you.

Every PTA is a 501(c)(3) nonprofit organization. Additional support in the form of a donation is always appreciated, welcomed and is tax deductible.

Thank you.

Sincerely,

(Name)  
PTA President

(Name)  
Membership Chairman

(Name)  
Principal

Member contact information is shared within the organization (California State PTA and National PTA) to provide improved communication and member benefits.

It is helpful to integrate your membership theme into your letters.

**Fig. 3-3 Sample Letter to Teachers and Administrators**

(Your PTA Name)



*everychild.one voice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

Date

Company Name  
Street Address or P.O. Box  
City, State and Zip Code

Dear (Mr. or Ms. Name):

PTA is an organization dedicated to the education, health, safety, and well being of children and youth. The (Your Unit Name) PTA has been a vital link in bringing the home, school, and community together in addressing child-related concerns.

As a member of the business community and neighbor to (school name), you are invited to become a member of (Your Unit Name) PTA. Research shows that the education and health of our children is vitally important. Your membership in (Your Unit Name) PTA reflects your support of PTA as well as in the following programs that are sponsored by the PTA:

- (List some of the programs your unit will be conducting.)

We hope you and your employees will become members of (Your Unit Name) PTA. Membership dues for the year are \$\_\_\_\_\_ per person, and memberships are recorded in the name of an individual. Checks are payable to (Your Unit Name) PTA. Enclosed is a self-addressed envelope for your convenience. If you prefer, you may deliver your membership dues to our school office located at (address).

Every PTA is a 501(c)(3) nonprofit organization. Additional support in the form of a donation is always appreciated, welcomed and is tax deductible.

We look forward to welcoming you as a member. The (school name) community wishes to express their appreciation for your support. For more information, please contact PTA president (name) at (phone number).

Sincerely,

(Name)	(Name)	(Name)
PTA President	Membership Chairman	Principal

Member contact information is shared within the organization (California State PTA and National PTA) to provide improved communication and member benefits.

Fig. 3-4 Sample Letter for Business/Community Outreach

(Your PTA Name)



*everychild.one voice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

Date

Dear School Board Member:

The \_\_\_(Your Unit Name)\_\_\_ PTA has committed itself to helping parents understand the importance of supporting their children in school activities. We encourage parents and community members to be informed about education issues in order to understand and support our school.

The "T" in PTA stands for teachers and symbolizes the vital partnership between home and school. All the individuals - parents, teachers, administrators, trustees of the Board of Education and school and district office staff - are part of the PTA team. As a school board member you know the importance of teachers, parents and administrators working together to benefit all of the children in our district.

PTA provides the setting for parents, teachers, staff and community members to come together to improve the lives of all of our children through valuable and enriching programs and activities. We invite you to join our PTA. The dues are \$ \_\_\_\_.

With your support we can strengthen the home-school connection through parents and staff working together to produce workshops, parent information evenings, newsletters and many other activities that promote community and student learning. Every PTA is a 501(c)(3) nonprofit organization. Additional support in the form of a donation is always appreciated, welcomed and is tax deductible. Member contact information is shared within the organization (California State PTA and National PTA) to provide improved communication and member benefits.

By joining (Your Unit Name) PTA, you also become a member of California PTA and National PTA. Your membership will strengthen the ability of PTA to provide the best learning environment for all children.

Please join the \_\_\_(Your Unit Name)\_\_\_ PTA today.

Sincerely,

(Name)

(Your Unit Name)

PTA President

Collect information about the members, including how they want to be involved and what they like about the PTA.

**Fig. 3-5 Sample Letter to School Board Members**

(Your PTA Name)



everychild.one voice.

(Your PTA Address)

(Your PTA telephone and e-mail address)

## HELPING OUR KIDS — HELPING OUR SCHOOL

Won't You Join Us? The PTA/PTSA requests your assistance, so we can work together in support of our students and school.

We know that our children learn from adults who care about them. Giving of your time, your talent and ability will not only help our school but will enhance our children's learning. Please join us in volunteering as your time allows.

Return volunteer form to:

\_\_\_\_\_

I would like to be a Room Representative for my child's room:

Student's name \_\_\_\_\_ Teacher \_\_\_\_\_

\_\_\_\_\_

I would like to work with the PTA/PTSA. Please call me.

I am willing to tutor children who need extra help in:

reading (grade level \_\_\_\_\_)

other (\_\_\_\_\_)

math (grade level \_\_\_\_\_)

I am interested in helping with:

Career Day

Book Fair

Field Trips

Multicultural Week/Day

Holiday Fair

Reflections Program

Red Ribbon Week

Science Fair

Other

I would like to help with:

science

computers

library

filing

typing

copying

phoning

stapling

homework

classroom book orders

cutting projects

Special talent or interest:

\_\_\_\_\_

The best time to reach me is:

\_\_\_\_\_

Name \_\_\_\_\_ Phone (home) \_\_\_\_\_

Address \_\_\_\_\_ Phone (work) \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_

Fig. 3-6 Sample Volunteer Form - Elementary PTA/PTSA

(Your PTA Name)



*everychild.onevoice.*

(Your PTA Address)

(Your PTA telephone and e-mail address)

### NEEDED — PTA/PTSA VOLUNTEER

We invite you to become involved in (name) PTA/PTSA. We need reliable, interested people to volunteer their time, talent, other interests and/or ideas. In so doing, you will be making a valuable contribution to our students. Please join us in volunteering your time allows.

I am interested in the following:

- PTA/PTSA committee
- Helping with fund-raising projects
- Reflections Program
- Red Ribbon Week
- Communications:
  - Writing articles
  - Enewsletter
  - Website
- Library
- Career Center
- Computer Center
- Tutoring:
- \_\_\_\_\_ subject/language
- Helping with language translations:  
\_\_\_\_\_ language
- Chaperone:
  - Field Trips
  - Dances
  - Grad Night
- Flyers
- Newsletter printing
- Mailing
- Parent Center
- Telephones
- Copying
- Typing
- Other \_\_\_\_\_

What Parent Information topics would you like?

\_\_\_\_\_

I work as a \_\_\_\_\_ and will be happy to talk about my job responsibilities with classes or at the annual career day.

Best time you would be able to attend a meeting?  Day  Night

Name \_\_\_\_\_ Phone (home) \_\_\_\_\_

Address \_\_\_\_\_ Phone (work) \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_

The best time to reach me is \_\_\_\_\_

Personalize surveys and print on PTA letterhead.

Fig. 3-7 Sample Volunteer Form - Secondary PTA/PTSA

# Proclamation

Issued by (name) School District/City of \_\_\_\_\_

*BE IT RESOLVED* by the Governing Board of the (name) School District/City of \_\_\_\_\_ and hereby ordered that:

*WHEREAS*, the (Your Unit Name) PTA promotes the welfare of children and youth in home, school and community; and

*WHEREAS*, the (Your Unit Name) PTA seeks to raise the standards of home life; and

*WHEREAS*, the (Your Unit Name) PTA strives to bring the home and school into closer relation so that parents and teachers may cooperate intelligently in the education of children and youth; and

*WHEREAS*, the (Your Unit Name) PTA is diligent in its efforts to secure adequate laws for the care and protection of children and youth; and

*WHEREAS*, the (Your Unit Name) PTA works to develop between educators and the community united efforts that will secure for all children and youth the highest advantages in physical, mental and social education; and

*WHEREAS*, the (Your Unit Name) PTA members have contributed more than (number) volunteer hours yearly to benefit the students of (name of school); and

*NOW, THEREFORE BE IT RESOLVED* that the Board of Education/city council of the (name) School District/City of \_\_\_\_\_ recognizes the (Your Unit Name) PTA's efforts on behalf of all the students and wishes to honor them during this PTA Membership Month.

*PASSED AND ADOPTED* this (day) of September (year) by the governing board of the (name) School District/City of \_\_\_\_\_ (Name of County), California.

*Signatures of all members of the board of education/city council.*

Proclamations are a way for elected officials to show their commitment to PTA. Encourage the school district officials and local government to adopt a proclamation supporting PTA membership, PTA Founders Day, the unit's PTA charter anniversary, etc.

Fig. 3-8 Sample Proclamation



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