NCPTA WEBINAR SERIES

LIFELINE FOR LEADERS

Held the 2nd Monday of each month
Today’s PTA Video
https://youtu.be/ZcPILnN9TJk
Membership
PTA Mission

• To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.
Why Membership?

• Increases PTA’s voice when advocating for students.
• Allows you to work with people who believe “every child can succeed” and works to meet their needs
• Supports your school and teachers
• Supports child education issues
• PTA is fun
Who Are Your Members?

• Do you know who your members are?
• What do they want/need from PTA
• What do they think is important.
• Are you relevant to them?
But My Membership Isn’t Growing?

- Survey your parents and find out what they think is important.
- Are you communicating with them where they are?
- Do they know what programs/opportunities you offer?
- Remember membership isn’t volunteering at the school. Are you marketing your PTA?
But They Don’t Respond

- How do they like to get information?
- Do they understand the message?
- How do you communicate with them?

- Have you built a relationship with them by face to face communications?
What can I do?

• Hold a membership drive
• Ask everyone you meet to join
• Create an ‘elevator speech” about what PTA is doing and how parents can help.
• Offer programs that are of value to the community.
• Build relationships.
Membership

• Why membership matters
  – Strength of our voice
  – Relevancy

• Member verse Volunteer (https://youtu.be/1hV3dfgLs9Q)
Why PTA?

• Family participation in education was twice as predictive of students’ academic success as family socioeconomic status.

• More than 85 research studies conducted over the past 30 years prove that kids do better when parents are involved:
  – Grades are higher;
  – Test scores improve;
  – Attendance increases;
  – Kids stay in school longer;
  – Drug and alcohol abuse declines;
  – Students are healthier.
Why PTA?

When you’re a PTA member, you’re part of something bigger…

• 4 million members in 20,000 units worldwide.
• More than 119,000 members in more than 960 units in North Carolina.
• PTA members advocate for students on issues that matter to you locally, statewide, and nationally, such as:
  – School Infrastructure;
  – Class size mandates;
  – Healthy school meals;
  – Fewer school nurses and psychologists;
  – Driver’s education funding.
What you get as a member

- Monthly e-newsletters (general, advocacy, and health)
- Webinars
- Special offers and discounts; Mini grant programs
- Leadership training and learning opportunities
- Support to get involved in ways that work for you and your family
- Memberhub communication platform with online dues payment
Where Does My Money Go?

$___ Your dues support your local events/projects
$4 goes to the state office
  • $2.25 sent to National PTA
  • $1.75 stays at NCPTA
    o Supporting Local Units and Council
    o Conference and Trainings
    o Operating expenses (building, staff, resources)
MemberHub...Your PTA’s Database

The NCPTA Board of Directors has set the goal of a 1% membership increase for all local units for the 2018-2019 membership year. We will be checking in with PTAs throughout the year on your progress toward this goal. Keep an eye out for communication on what your PTA goal will be for 2018-2019!

Local units use MemberHub for the following purposes:

- Accept online payments for membership, fundraising, school store, tickets, spirit wear and more
- Update the name and email address of PTA officers
- Enter name and email for members that do not join online through the MemberHub site.
- Send email directly to PTA members
- Confirm annual Financial Review has been completed and results reported to your PTA’s Board of Directors
- Enter the filing date of annual IRS Form 990
- Download membership cards

Officer and member information will be used only by National and State PTA and not shared with outside sources. Adding members, confirming completion of the annual Financial Review, and entering the filing date of your PTA’s IRS Form 990 are requirements for your PTA unit being in good standing.
Memberhub Guide for PTAs

Available in the Back to School Kit at
http://ncpta.org/index.php/leaders/leadership-tools-for-officers/back-to-school-kit/

MemberHub Guide for PTAs...Learn the Basics

FOR BEST RESULTS USE CHROME AS YOUR BROWSER

To have access to the PTA’s MemberHub account, an officer or administrator will need to add you as either an officer or administrator. You may also contact office@ncpta.org to request access.

Logging in to MemberHub (Create log in/profile)

• Visit memberhub.com/login
• Enter your email address.
• Choose the 2nd option, “I need to create a password” and enter your first and last name.
• Check your inbox and click the link in the confirmation email. Choose a password.
• NOTE: After logging in you should see an orange Admin Console button in the upper right-hand corner, this is your site admin access.
• If this is the first time your PTA’s MemberHub site has been accessed, you will be prompted to update your school’s MemberHub site address, for example: ABCElementary.MemberHub.com
Webinar Support for Memberhub

Webinar on Tuesday, August 21\textsuperscript{st} at 7:00 p.m.
To register, go to:

\url{https://register.gotowebinar.com/register/2351782095626565889}

Don’t miss this training opportunity!
Support your PTA Leadership Needs

Check out the Local PTA Leader Kit at PTAKit.org — your free, year-round resource to support all of your PTA leadership needs. You will find strategies, tips and turn-key tools to ensure your success. It contains resources to help PTA leaders serve their communities and manage local PTAs, including:

- Easy-to-use guides for the president and treasurer
- Turn-Key membership, fundraising and marketing tools
- Program and advocacy resources
- Special offers from national partners

It's also completely digital and mobile-friendly.
Every Child in Focus reinforces National PTA's mission to advocate for every child—with one voice—so all families feel invited and welcomed within PTA, and are equipped with the tools to support their child and improve the school, which makes a difference for every child. View our video about this campaign on our [National PTA YouTube Channel](https://www.pta.org/home/events/About-Every-Child-in-Focus).

**What You Can Do**

- **Join the conversation.** National PTA will work with the country's leaders in each group highlighted to provide dialogue, resources and information that will help schools embrace diversity and inclusion. Follow us on [Twitter](https://twitter.com) and use the hashtag #EveryChild

- **Host Every Child in Focus Leadership Events.** Many of the webinars will include a discussion guide to help you fuel a robust conversation in your school or organization about key learnings and new ideas for more effective family engagement.
Resources To Help You - www.ncpta.org

2018-2019 Back-to-School Kit

http://ncpta.org/index.php/leaders/leadership-tools-for-officers/back-to-school-kit/
Leader Information

Thousands of volunteers in North Carolina lead PTAs which are 501(c)(3) nonprofit organizations. PTA Officers are ambassadors in their community. They build bridges between schools and homes, and they lead the way to improve and create learning opportunities for children.

Welcome Leaders!

We are grateful for your willingness to be an NCPTA leader. The hard work of all our NCPTA leaders, members and advocates makes a big difference in the lives of more than 697,000 students in North Carolina.

With your leadership, a strong PTA team can accomplish amazing things!

Leader Resources

- Leadership Tools for Officers
- MemberHub
- Training Videos
- Nominating Committee Toolkit
- Membership Tips
- Is My PTA in Good Standing?
- NCPTA Annual Report
Upcoming Events

FOUNDERS DAY

Save the Date
North Carolina PTA celebrates
Founders Day
November 3, 2018
1:00-4:30pm
3501 Glenwood Ave.
Raleigh, NC 27612

Save the date for Founders Day! You won’t want to miss this free fall celebration of all things PTA!

Learn More

Lunch and Learns are back!

Back by popular demand! The first Lunch and Learns of the year are on the schedule!
Don’t miss these great opportunities to learn from an expert!

September 27, 2018: Surviving the College Admissions Process

Want to learn how to help your high school student through the college admissions process? Join Rhonda McRae of A2Z College Planning to learn how to plan, prepare and pay for college. This is a can’t-miss opportunity for parents of high schoolers!

October 2, 2018: Understanding Your Child’s IEP

Join us for “Understanding Your Child’s IEP” — a step-by-step guide through the IEP document to help parents understand the purpose of each section and learn to evaluate their own child’s IEP. Stacey Gahagan is an attorney who represents families through informal advocacy and litigation, when necessary, to ensure students with disabilities receive a FAPE in the least restrictive environment as promised by the IDEA. Ms. Gahagan is committed to teaching parents and helping them to become better advocates for their children.

Details

Time: 12 noon-1 p.m.
Location: NCPTA Headquarters, 3501 Glenwood Ave, Raleigh, NC 27612
Cost: $20
Lunch will be provided.
Thank You!

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www.ncpta.org