NCPTA WEBINAR SERIES

LIFELINE FOR LEADERS

Held the 2nd Monday of each month
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?
• Have you done a needs assessment?
• What are the barriers?
• Are you relevant to who you are serving?
But My Membership Isn’t Growing?
(Are we doing the same old things from years past?)

- How do you communicate?
- What are you offering?
- What is the perception of your PTA unit?
But They Don’t Respond

• Have you established a relationship?
• Does your audience know that you care?
• Are you visible?
What can I do?

• Hold a membership drive
• Always make membership a part of your conservation.
• Create an ‘elevator speech” about what PTA is doing and how parents can help.
• Build relationships.
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 with spotlights on leadership, health, and advocacy.
• Webinars
• Special offers and discounts
• 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.
Webinar Support for Memberhub

Daily trainings available at:

https://support.memberhub.com/hc/en-us/articles/360005272513

Don’t miss these training opportunities!
Resources To Help You - www.pta.org

Local PTA Leader Kit

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.
Resources To Help You - www.ncpta.org

NCPTA
BACK TO SCHOOL KIT
Resources For A Successful School Year

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!