NCPTA WEBINAR SERIES
2022 - 2023
LIFELINE FOR LEADERS
@president@ncpta.org @president-elect@ncpta.org I have added my notes into the notes section as well as added a few things. Please let me know if you see anything missing or need anything additional highlighted.

_Assigned to Francelia Burwell_

Annette Shakinovsky, 9/27/2021
YOU BELONG IN PTA

Our PTA...

2022 - 2023

Connects our community
Supports your child
Amplifies your voice

JOIN US TODAY!
Our Agenda

PTA For Your Child

You Belong in PTA

NCPTA Membership Challenges 2022-2023

It’s Your Turn

Resources
PTA Mission

• To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.
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 100,000 members in more than 949 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.
Growing Your PTA Memberships

Talking about your PTA and their accomplishments, as well as, inviting others to join your PTA can be hard. **PTA For Your Child** is designed to engage and excite new members and existing members by making the work of the PTA more visible and highlighting the value and impact of PTA.
Purpose of the Campaign

No Explicit Ask to Join: That’s right – potential members said a top barrier to joining PTA was simply that they were never ASKED to join, but they were frequently asked to support PTA fundraisers.

Do Not Understand the Value of PTA: Current members had difficulty explaining the role of PTA and how it supports education and curriculum needs, serves as an important advocate for children, or how it builds school community. They often see PTA as a social club and did not understand the role of PTA, the community it builds between the school and families or see how their dues or fundraising activities directly impacted their child.

Confusion About What PTA Membership Means: Our research found that people were not even sure if they were members! Specifically, they felt that PTA membership is confusing, inconsistent and not universally understood – and most often interpreted it as time consuming with volunteering and attending meetings being requirements of membership.

Not Welcoming to All Families: Parents would like to see a more diverse PTA membership base, representative of our growing multicultural communities to reflect an inclusive and welcoming school community.

Everyone is Interested. Once they Understand the Role of PTA: The research also uncovered that particular audiences – including multicultural families, younger parents and fathers – are especially interested in PTA’s impact and getting involved in their child’s education.
You can view all resources for the PTA for your Child membership campaign [here](#).

Resources in this campaign are designed to:

- Concisely articulate the impact and value of PTA as the foundation for their child’s success
- Clearly explain what PTA membership is and isn’t
- Show that PTA is for EVERYONE who is involved with your school
- Provides a variety of tools and resources that make the ask to join PTA clear and direct.
You know the good work that your PTA does for your community every day—but talking about your accomplishments and inviting others to join you can be hard.

**You Belong in PTA** will walk you through the steps you’ll need to follow to successfully ask anyone to join your PTA/PTSA!
YOU BELONG IN PTA

Full information on the You Belong in PTA campaign can be found [here](#).

You’ll also need to explore [How to Create Your Own PTA Value Message](#). This document will walk you step-by-step through the process of creating a custom PTA/PTSA that will appeal to the unique needs of your audience.
The Three Key Questions: Showcasing Your PTA/PTSA’s Value

1. Why should I join the PTA/PTSA?

2. Specifically, in what ways does the PTA/PTSA Create Connections, Support My Child, or Amplify My Voice?

3. How do those ways benefit me/my child?
Share Your Value Message!
There are so many ways to use the value message you just created. Here are a few ideas, but the only limit is your imagination!

• Post it on social media with either the PTA or PTSA version of the PTA Creates Connections graphics

• Use it as a script at an upcoming event or as an “elevator pitch” when chatting with prospective members

• Create a custom flyer using either the PTA or PTSA version of the PTA Creates Connections Customizable Content Flyer Template!
NCPTA MEMBERSHIP CHALLENGES 2022-2023

NC Road Trip: Oh the Places We Will Go!!

For Membership Challenge Details visit: https://bit.ly/NCPTAmembershipchallenges2022
NCPTA is excited to challenge you with 9 different membership challenges this school year as you continue to build and grow your local PTA!
We want to hear from you!

What has worked in the past in terms of growing membership?
Drop your success stories in the chat or unmute to share!
THERE IS NO WRONG WAY TO PTA

Questions

Answers
Why does it matter?

Local PTAs –
the core of PTA

Council PTAs –
leadership & vital support

State PTAs – leadership,
state-wide context & support

National PTA – leadership,
resources & support
@president@ncpta.org
Would love to know a little more about what you want highlighted here.
Assigned to Francelia Burwell
Annette Shakinovsky, 9/27/2021
Benefits for Members

• 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
Membership Dues

$__ Your dues support your local events/projects

$4.00 goes to the NCPTA state office
  • $2.25 sent to National PTA
  • $1.75 stays at NCPTA
    o Supporting Local Units and Council
    o Conferences and Trainings
    o Operating expenses (building, staff, resources)
Daily trainings available at:

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

Don’t miss these training opportunities!

#PTAConLive21
National PTA Membership Resources

NOTES FROM THE BACKPACK
Healthy Minds Miniseries
Coming May 12th

PTA CONNE(TED)
Take Charge of Your Digital Life

School of Excellence
Enroll Now!
PTA.org/Excellence

ZOOMING INTO MEMBERSHIP
Virtual Events
INVEST JOIN ADVOCATE CHAMPION CONNECT PROTECT

#PTAConLive21
Resources To Help You - www.ncpta.org

Resources To Help You - [www.ncpta.org](http://www.ncpta.org)
Mark Your Calendar!

November 19, 2022
10:00 A.M. – 2:00 P.M.

Join us November 19th at JF Webb High School in Oxford, NC for the Emerging Leaders Summit.
THERE IS NO WRONG WAY TO PTA

Membership Support

Tuesday - Friday       4:00pm - 7:30pm
Saturday              9:00am - 12:00pm

Phone: (984)247-0270
Email: kara@ncpta.org