





# INTRODUCTION

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PTA is the largest and oldest nonprofit, volunteer child advocacy association in the country. Its purpose is to make better lives for all children and youth. Because the membership of PTA comes from diverse backgrounds – geographically, culturally, and economically – this association has the potential to help every child.

Numbers give power to our voices when cooperating with other agencies and in legislative lobbying. The strength of the PTA rests in the utilization of its “people resources” to provide programs and projects that benefit youth, parents, schools and communities. An active, involved and informed membership can speak effectively with a united voice for all children and youth.

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# ABOUT PTA

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## VISION

Every child's potential is a reality.

## MISSION

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

## PURPOSES

- To promote the welfare of children and youth in home, school, community and place of worship.
- To raise the standards of home life.
- To secure adequate laws for the care and protection of children and youth.
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social and spiritual education.

## PTA VALUES

- **Collaboration:** We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.
- **Commitment:** We are dedicated to children's educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded.
- **Diversity:** We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.
- **Respect:** We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.
- **Accountability:** All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.

# PLAN OF WORK

At the beginning of each term all board members are required per the bylaws to complete and present a Plan of Work to the board for approval.

A Plan of Work is a detail list of all goals and expenses that a board member has for their term of office. Plans of Work must be approved before any expenses can be incurred for a position.



## Plan of Work Plan de Trabajo

**Officer/Chairman Name:**

(Nombre de Oficial/Presidente de Junta) \_\_\_\_\_

**Position:**

(Posición) \_\_\_\_\_

**Year:**

(Año) \_\_\_\_\_

*Reproduce as needed for the appropriate number of goals.*

*(Se puede reproducir para metas adicionales.)*

<b>Responsibilities/- Duties:</b> (Responsabilidades)		<b>Committee Members:</b> (Miembros del Comité)	
<b>Goal:</b> (Meta)		<b>Evaluation Process:</b> (Proceso de Evaluación)	

<b>Specific Action Steps</b> (Proceso Especifico de Acción)	<b>Start Date</b> (Fecha de Empezio)	<b>Completion Date</b> (Fecha de Terminación)	<b>Budget</b> (Presupuesto)

<b>Resources:</b> (Recursos)	
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# PROCEDURE BOOK

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A procedure book serves as a permanent record of activities and ensures an ongoing PTA program of work. It contains materials and information needed for the job. When compiling your procedure book, ask yourself, “If I knew nothing about the job, could I do it with this procedure book?”

## **A PROCEDURE BOOK:**

- is vital to the effectiveness of an on-going chair;
- is a record of a year’s plans and activities;
- keeps you organized and focused; and
- makes tasks easier for those who follow you.

## **HOW TO COMPILE A PROCEDURE BOOK**

- Use a loose-leaf folder or notebook.
- Separate sections with tabbed dividers.
- Include Suggested Table of Contents (see following).
- Additionally, keep all correspondence and records in CD and flash drive format to keep better records of past and current activities.
- Note: Be sure to turn over the procedure book and all CD/flash drive records of past works to the new chair at the completion of your term in office.

## **SUGGESTED TABLE OF CONTENTS**

### **DIRECTORY**

- Your name, address, telephone number and year served
- Address of Texas PTA Office and telephone number
- Address of National PTA Office and telephone number
- Name, address and telephone number of Local PTA president and board members
- Name, addresses and telephone numbers of Council and Texas PTA officers or chairs with comparable responsibilities
- Names, addresses and telephone numbers of committee members
- Resource people, related agencies and organizations in the community

### **JOB DESCRIPTION**

- Responsibilities of your job
- Month by month “To Do” List

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## **PLAN OF WORK**

- Copy of approved Plan of Work

## **FINANCIAL REPORTS/FORMS**

- Local PTA Budget
- Treasurer's Reports
- Voucher forms
- Tax exempt forms
- In-depth breakdown of expenditures for your job

## **BYLAWS/STANDING RULES**

- A current copy of the Local PTA bylaws and Standing Rules (a copy of these items can be requested from Texas PTA)

## **EVENTS, PROJECT, PROGRAM**

- List on separate pages each event, project and/or programs including dates, responsibilities, expenses and an evaluation form.

## **REPORTS**

- Reports – include reports given by your office (list each title separately)
- Forms – include all forms sent by your office for awards at Council, Texas or National PTA

## **VOLUNTEER HOURS**

- Use a calendar to keep track of your hours and turn them into the volunteer coordinator.

## **PTA MATERIALS**

- Handouts and updates received from Texas PTA, Council and Local PTAs
- Agendas and minutes

## **EVALUATIONS**

- What were your successes? Why?
- What projects failed? Why?
- What person, groups, materials were most helpful?

## **RECOMMENDATIONS**

- This section should contain any recommendations to your successors.

# POSITION RESPONSIBILITIES

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## Prepare

- Review the Texas PTA Membership Quick Start Guide
- Read the Texas PTA Membership Resource Guide.
- Learn about PTA membership – be well-informed about the PTA vision, mission, purpose, policies, benefits, and dues structure of PTA
- Form a membership committee
- Attend membership workshops and training
- Prepare a Plan of Work and present to your board for approval
- Keep a procedure book and pass on to successor
- Be well versed in the member benefits provided by your Local PTA, Texas PTA and National PTA

## Resources

- BASICS: Membership Resource Guide
- Texas PTA website: [www.txpta.org](http://www.txpta.org)
- National PTA website: [www.pta.org](http://www.pta.org)
- *The Voice* (Texas PTA quarterly online newsletter)
- Membership card packet (distributed annually to Local PTA presidents in the summer from Texas PTA)
- National PTA's *The Official Back to School Kit* (distributed annually to PTAs that have registered for the kit)
- Membership Chair's Page, Membership Theme Page, Forms Page and Recognition/Awards Page on the Texas PTA website
- Learn about the Texas PTA membership theme and adapt for use in your recruitment campaign
- Set membership goals
- Decide on a recruiting method – Who? When? Where? How?
- Develop a calendar – Remember: membership recruiting is year-round
- Educate potential members and the public about PTA to include publicizing the benefits of PTA membership.

## Recruit

- Launch your membership campaign before school begins at open house, orientations, etc.
- Target specific audiences with different recruiting methods.
- Use visuals such as brag boards, fliers, posters, decorated booths, etc.
- Ask, ask, ask and, then, ask again. On average, consumers must hear about a product or service three to seven times before “purchasing.” The same can be applied to PTA.
- Recruit families, faculty, community members, men, past members, PTA officers and chairs (they may forget as they were probably members when elected/appointed), school boards and businesses.
- Use multiple methods to recruit such as in-person asks, recruiting tables at all school events, newsletters, membership dues envelopes, fliers, presentations at other events/programs/clubs.
- Provide incentives by hosting contests between classes.
- Visually chart your progress towards your goal.

# PREPARE

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Attracting new members and retaining current ones are among the most important duties of a PTA. A strong membership is essential for PTA to be a force in decisions involving the welfare and education of children. Through your work with PTA, you are improving the lives of all children. But a thriving membership doesn't just happen; it requires good planning and year-round attention from leaders like you. Here's what you'll need to know to get started!

When you invite someone to join PTA, you are providing the opportunity to join the largest child advocacy association in the country. Members should be proud of their affiliation with PTA. Enthusiasm is your most important asset – it is contagious!

## LEARN ABOUT PTA MEMBERSHIP

### DUES AND MEMBERSHIP

- PTA is the largest association that offers membership to all persons concerned with the welfare of children and youth. Any individual who subscribes to the purposes and basic policies of the PTA may become a member.
- Only individuals may become members. Texas PTA does not recognize family or corporate memberships.
- An individual may enroll in more than one PTA by paying separate dues to each.
- The annual individual membership dues include three portions: national – amount designated by National PTA; state – amount designated by the Texas PTA delegates and stated in the Texas PTA bylaws; and local – as amount designated by the Local PTA members and stated in the Local PTA bylaws.

National PTA Dues ..... \$2.25

Texas PTA Dues ..... \$2.25

Local PTA Dues ..... Amount designated in the Local PTA bylaws

- The state and national portions of dues must be collected for each person enrolled as a member unless the person is a Texas PTA Honorary Life Membership.
- A Texas PTA Honorary Life Member is exempt from paying the state portion of their dues at only one designated Local PTA of their choice for each Texas PTA Honorary Life Membership they have been awarded.
- Texas PTA Life Members may be verified on the Texas PTA website or by calling 1-800-TALK-PTA.

### THE VALUE OF MEMBERS

PTA is a membership association, and individual members are highly valued. PTA respects the rights to privacy each member expects, and therefore, Texas PTA, Area, Council or Local PTAs do not release PTA membership lists to non-members or outside interests.

### MEMBERSHIP YEAR

The membership year is August 1 through July 31. Local PTAs should escrow dues until August 1 for members joining prior to the beginning of the membership year. (i.e. kindergarten round-up, 6th grade or 9th grade orientation, etc).

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## **MEMBERSHIP CARDS**

- Beginning in 2015-2016, Texas PTA will have our own, unique membership card. PTAs will be distributed based upon the previous year member totals, and will be shipped prior to the beginning of the school year.
- Local PTAs, who obtain Active Status prior to April 30 each year will not need to request cards and will receive them automatically. Inactive PTAs should contact the Texas PTA Member Services team.
- It is important for each and every PTA member to receive a card, so planning early will allow for a smooth distribution.

## **ATTEND MEMBERSHIP WORKSHOPS AND TRAINING**

Training helps you be confident and knowledgeable about your job and provides valuable resources. Networking with other membership chairs allows sharing of ideas and contacts.

Membership workshops are available at Council PTA training events, Texas PTA Summer Leadership Seminar and Texas PTA Family Engagement Conference. National PTA also provides workshops at the annual convention.

## **PLAN OF WORK**

Annually, each board member prepares a Plan of Work for approval by the executive board. A Plan of Work lists committee goals for the year and any budget needs. A clear, written plan helps keep everyone focused and on track.

## **FORM A MEMBERSHIP COMMITTEE**

A PTA should have a membership chair and a committee of several members. The chair and committee plan and execute membership recruitment during the entire school year based on the Membership Chair's Plan of Work that has been approved by the Local PTA board.

### **Committee activities might include these action steps:**

- Review and evaluate past membership efforts
- Set a goal for members to be recruited
- Send invitation to parents, teachers, past PTA officers and members, life members and other prospective members
- Create a Brag Board with past accomplishments and goals for coming year
- Use PTA and school websites, as well as newspaper, radio and television and community resources to membership and the value of PTA
- Ask businesses to donate space on signboards, marquees and cable television
- Assign committee members to contact non-parent citizens/businessmen in the community to recruit as members
- Keep accurate records of names and contact information of those who join
- Have membership recruitment tables at all school and PTA events
- Distribute membership cards when dues are paid
- Complete any other activities that the Membership Chair cannot complete alone

## **ADDITIONAL INFORMATION:**

- Texas PTA website: [www.txpta.org](http://www.txpta.org)
- National PTA website: [www.pta.org](http://www.pta.org)
- *National PTA Quick-Reference Guide*, brochures, marketing tools, E-learning courses

# RECRUIT

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Membership in PTA is a personal decision, so PTAs should find ways to connect with members about what matters most - their children!

When planning your membership recruiting plan, remember that successful recruiting strategies should incorporate the value to the individual member and their family.

## SET GOALS

Goals should be clearly stated, communicated and evaluated regularly.

- Review and evaluate past membership promotions and results
- Discuss goals with the membership committee, PTA president, and principal
- Set specific, numerical goals. Examples: last year's membership total plus 10%, all faculty members, or a certain percentage of the total student enrollment.
- Determine how to effectively recruit populations that have not joined in past

## VALUE OF PTA MEMBERSHIP

PTA is a grassroots association made up of parents, teachers and others around the state who have an interest in children, families and schools. PTA membership is as diverse as Texas is in cultures, education levels and parenting skills. By joining PTA, a member becomes part of the largest child advocacy association in the state with more than 500,000 members across Texas.

Joining PTA supports local, state and national efforts to improve the education of children and the lives of families. Membership provides the opportunity for individuals to raise their voices with others throughout the state and nation to protect children's rights. Membership ensures that PTA's voice is heard on issues affecting young people as well as providing opportunities for parent education, communication and leadership development.

Getting involved in PTA builds skills in leadership, communication and advocacy. Active members are a valuable community resource for starting and maintaining projects to benefit children.

People are more willing to join an association after understanding how it will benefit them. Promote the accomplishments of your PTA and the member benefits.

## LOCAL PTA DUES PROVIDE:

- Connection between home and school
- Improvement in education for all children
- Parent education programs
- Source of funds for needs of children
- Unique programs, benefits provided by Local PTA
- Networking between people with similar interests and needs

## TEXAS PTA DUES PROVIDE:

- Membership in the state's largest child advocacy association
- Training for PTA officers on leadership, money matters, advocacy, conflict resolution, and much more at events like Texas PTA Summer Leadership Seminar, Family Engagement Conference, and Texas PTA's biannual legislative session event, *Rally Day!*
- Parent education programs and resources on current topics affecting families

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- Non-profit IRS 501(c)(3) status for Local PTAs
  - Toll-free number for member assistance: 1-800-Talk-PTA
  - Texas PTA website
  - Assistance for financial reporting and Form 990 preparation
  - Representation and a “voice” at the Texas Legislature
  - Reflections Program
  - Networking opportunities at PTA events
  - Professional staff in the Austin state office available to answer questions and provide resources and support
  - *The Voice*, Texas PTA’s official newsletter, and various other e-publications
  - Discounts and special offers from partner businesses for PTA members
  - Guidance, support and training from a network of trained volunteers in your area
  - Legislative email alerts regarding proposed bills and new laws affecting children’s education and safety
  - Resources for successfully operating your PTA

#### **NATIONAL PTA DUES PROVIDE:**

- Membership in the country’s largest child advocacy association
- National officers and board members to provide instruction, leadership training, inspiration and support to state and Local PTA leaders
- Field service representatives for each state PTA
- *Our Children* magazine contains current programs, issues, projects and bilingual, reproducible sections
- Reflections program
- E-learning courses including PTA Basics, Planning, Ethical Leadership, Conflict Management, Preventing Theft, Parliamentary Procedure, and several more
- Professional staff in the Alexandria, VA, national headquarters
- Website and electronic newsletters
- Representation and a “voice” in Washington D.C. with legislators and administrators
- Legislative email alerts regarding proposed bills and new laws affecting children’s education and safety
- Resources and networking opportunities for parents and PTA leaders
- Discounts and special offers from partner businesses for PTA members
- Resources for successfully operating your PTA

#### **SUGGESTIONS FOR A SUCCESSFUL MEMBERSHIP CAMPAIGN**

##### **At Your Campus**

- Invite EVERYONE in your community to join. Customize “invitations” for specific groups: men, ethnic minorities, non-English speakers, high school/adult siblings, single parents, extended family members, and those not aware of PTA.
- Receive the principal’s permission to send PTA information home with students. Examples: letter and membership form, membership dues envelopes, recruiting fliers, surveys
- Publicize accomplishments and future goals.
- Use PTA and school newsletters, websites, email lists, fliers, posters, bulletin boards, marquees, and signs.
- Create a “Brag Board” with pictures and information about accomplishments, current goals, member benefits, pictures of members participating in events and programs, etc. Display at every PTA and school event along with membership forms to join.
- Make as many personal contacts as possible. Ask all members to help recruit faculty, staff, community members, business members, friends, relatives, and anyone concerned about children.

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- Leave membership information in the school office for new families as they enroll.
  - Hold a contest to see who can recruit the most PTA members from each class.

### **In Your Community**

- Send a letter to owners of local businesses and leaders of local organizations inviting them to join. See the Appendix of this guide for a sample letter.
- Develop relationships with community groups, businesses, churches, newspapers and radio stations. Find business and commercial locations willing to display your PTA's information and to promote PTA among their employees/members.
- Request to display information at local community centers, libraries, businesses, etc.
- Ask the chamber of commerce to promote PTA in their newsletters and meetings.
- Include PTA materials in packets that local hospitals give to new parents.
- Ask a well-known local personality to serve as honorary membership chair.
- Set up a Reflections display at the local library or shopping mall.

### **RECRUITING MEN**

Men have held important roles in PTA throughout its long history. President Theodore Roosevelt sat on the board of directors of the National Congress of Mothers (predecessor of the National PTA). Men have served at all levels of PTA and have proved to be some of its best volunteers and spokespersons. Chuck Saylor was the first male president for National PTA, 2009-2011.

Men are directly involved in the care and education of children. It is vital that PTA welcomes and includes men through programs and activities addressing their needs and concerns.

- Promote male engagement in all communications from PTA.
- Include fathers, step-fathers, grandfathers, uncles, and older brothers; all men that play a significant role in the lives of your students.
- Seek out male leaders for leadership positions.
- Host father events, clearly stating when publicizing that children can bring a father-substitute, such as a grandfather, uncle, or close family friend.
- Ask men who are members of service clubs, religious or community organizations to serve as liaisons between the PTA and their specific group. Consider joint projects.
- Provide activities that use their talents and experiences such as career day or vocational activities.
- Sponsor an orientation for fathers at the beginning of the year with a speaker and offer ways to become involved in their child's education.
- Review special male engagement programs at the Texas and National PTA websites.

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## **RECRUITING SPECIAL GROUPS**

- Make sure all families feel welcome.
- Organize field trips, arts and craft shows, sports events and food experience days as well. (Food experience days are events where children and parents cook a meal together with ingredients provided by PTA or contributed by members or area businesses.)
- Request ethnic leaders to assist in customizing materials to best reach a group.
- Create a friendly climate. Choose activities that appeal to different groups.
- Translate information to ensure all audiences are reached with your message.
- Survey community to determine areas of interest for programs, etc.
- Include everyone in invitations. A personal request to join is the most effective recruiting tool. Let everyone know you want and need them to help all children reach their potential.
- Arrange activity times to fit the schedules of your community. You may need to vary the times of meetings and events to fit the needs of families.

# REPORT AND REMIT

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## MEMBERSHIP ROSTERS

- As memberships are received, make a complete list of names and contact information.
- The membership roster should note the type of member for each person: regular, faculty, student, community and life member. (List only those Texas PTA Honorary Life Members who have selected your PTA to be exempt from paying state dues this year)
- Prepare at least four copies of each membership list:
  - One copy to be forwarded to the Texas PTA Office
  - One copy for the treasurer's files
  - One copy the secretary must keep with the minutes book to check membership when requested
  - One copy to be kept in the membership committee file

## MEMBERSHIP TYPE

Membership categories include regular members (R), Faculty members (F), Student members (S), community members (C) and designate if the member is a Texas PTA Honorary Life member. Regular members include family members of students. Community members include members that are non-campus affiliated.

*Remember, PTA membership lists are not released to non-members or outside interests by Texas PTA, Council or Local PTAs.*

## REPORTING MEMBERSHIP TO TEXAS PTA

The busiest time to recruit members is usually at the beginning of the school year, but membership recruiting and reporting should be year-round.

The members of a Local PTA are those individuals who have paid the local, state and national portions of the dues to the Local PTA, and whose names and state and national dues have been submitted by the Local PTA to the Texas PTA Office.

- Submit names and dues to Texas PTA monthly. State and national membership dues are funds are held in escrow by the Local PTA and are owed to Texas PTA and National PTA.
- Complete the membership roster, listing only the names of new members for which you are submitting dues. Members who have already been reported to Texas PTA should not be included on subsequent reports and rosters.
- Retain the Texas and National portions of dues in escrow until distribution to Texas PTA. The Local PTA treasurer reports the National and Texas PTA portions of dues separate from the funds belonging to the Local PTA.
- Forward the member roster and dues report form to the Texas PTA Office with a check for \$4.50 dues per regular member and \$2.25 dues per Texas Honorary Life Member.

# RETAIN AND RECOGNIZE

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## WELCOME NEW MEMBERS

Make a good first impression of your PTA with new members as their experience will shape how they perceive PTA. Consider these questions:

- Have new members been introduced to the PTA leaders?
- Do new members receive information about PTA member benefits and services?
- Do new members know the PTA's goals and objectives for the year?
- Have new members been informed about upcoming projects and programs?
- Does the PTA know the special talents and interests of its new members? Is the PTA willing to capitalize on them?
- Are new members welcomed enthusiastically and made to feel part of the group, not only at meetings but also in daily activities?

### Here are ways to make sure new members feel welcome:

- Send a letter to new members thanking them for joining and welcoming them to PTA.
- Make sure members receive a membership card as a receipt and tangible sign that they have joined a nationwide association that stretches far beyond their Local PTA.
- Provide a new member packet with PTA and school information, volunteer opportunities, board member names, and a calendar of events.
- Recognize new members by name at PTA meetings, in newsletters, on bulletin boards, etc.

## UNLESS YOU ASK, YOU'LL NEVER KNOW

Before you write off those who haven't renewed, discover why. A personal visit or phone call is preferable, but a letter or email will sometimes work. Be sure to mention the accomplishments of your PTA and the benefits the member gains through their membership.

## RECOGNIZE OUTSTANDING MEMBERS

It is very important to recognize the work your members do for your PTA. This can be as simple as mentioning their names in the newsletter or at meetings. Many PTAs host a special event to recognize all their volunteers once or twice a year.

Special recognitions are available from Texas PTA and National PTA for outstanding volunteers. The ideal time for presenting the following awards is in February when we celebrate Founder's Day and the formation of PTA on February 17, 1897.

## TEXAS PTA HONORARY LIFE MEMBERSHIP

Since 1909, the Texas PTA has made available the Texas PTA Honorary Life Membership as one of the highest honors presented to individuals for outstanding service to children and youth. Life memberships may be awarded at any time. The recipient does not have to be a PTA member nor must the service for which the honor has been bestowed be connected with the PTA. The only requirement for receiving a Texas PTA Honorary Life Membership is that the recipient is making or has made a worthwhile contribution to the well-being of children and youth.

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Life memberships are honorary and do not carry with them automatic rights to vote or to hold office. In order to participate actively in PTA, an honorary life member must enroll in a Local PTA by paying dues and having his/her name included on the membership list sent to the Texas PTA Office.

NOTE: Texas PTA life members are exempt from paying the Texas PTA portion of dues for only one Local PTA per membership year unless they have received more than one Honorary Life Membership. In that case, they may register as a Texas PTA life member with as many Local PTAs as they have Texas PTA life memberships.

When remitting National and Texas PTA portions of dues to the Texas PTA Office, list only those life members who have paid the national and Local PTA dues portions for the current membership year. Do not list each life membership awarded by the Local PTA.

Texas PTA reserves the right to revoke the Texas PTA life membership of any member who has been convicted of a felony. The member will be notified by mail and asked to return the life membership certificate, card and pin to the Texas PTA.

## **TEXAS PTA EXTENDED SERVICE AWARD**

In 1987, the Texas PTA Board of Directors developed the criteria for awarding a Texas PTA Extended Service Award to those people who have continued to give outstanding service to Texas PTA. This award may be presented at any time. The recipient must have been actively involved in the Texas PTA for 10 years and be a Texas PTA Honorary Life Member.

## **NATIONAL PTA LIFE ACHIEVEMENT AWARD**

This award is the highest honor from the nation's largest child advocacy association to the person who daily lives out his or her commitment to children. The \$125 fee for presenting the Life Achievement Award supports the National PTA Endowment Fund and helps ensure the longevity of the association. Your honoree need not be a PTA member to receive the award. Go to [www.pta.org](http://www.pta.org) or call 1-800-307-4PTA.

National PTA life members enrolling in a PTA are not exempt from payment of National, Texas, or Local PTA dues. If they are both a National and Texas PTA life member, they should enroll as a Texas PTA life member.

# PTSAs

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## PUT AN “S” IN YOUR PTA

*There is much to be gained by including students in PTA. In high schools, many PTAs prefer to organize as a “Parent-Teacher-Student Association.” Parent-Teacher-Student Associations (PTSAs) are usually organized at the high school level and may have students serving on the board. However, any PTA may have student members.*

*PTSAs ensure that all students are represented. PTSA members can help promote all extra-curricular groups and ensure that families, educators, students and the community have a way to come together.*

## WHAT ARE THE BENEFITS?

- Different age groups have the opportunity to provide a wide range of viewpoints for greater understanding.
- Students members can readily express the needs of the school and community.
- Young people have the ability to develop their leadership skills, and adults have support and assistance in their responsibilities.
- Young people help select and plan programs.
- PTA public relations improve because the mass media takes notice when young people become involved in working on their own problems and the needs of their school and community.
- PTSA membership is frequently increased, not only because students join, but also because more parents are willing to take an active part when their young people are interested and involved.
- Youth participation improves human relations. As adults and young people work together on committees and projects, the generation gap narrows, increasing value to family life, the school system and the entire community.
- Improved community service (with the added enthusiasm, zest, and energy of active young people) focuses attention on alcohol and drug concerns, job opportunities, smoking, health, AIDS, alcohol abuse, environmental problems, learning disabilities, and education needs.

## ASSISTANCE FOR SECONDARY SCHOOLS

- Include students in active membership and planning activities.
- Include parents, students, and an administrator on the membership committee.
- Send a letter of invitation to join signed by the principal, student body president, PTA president, and the membership chair. Let people know you are prepared to work together.
- Use email and other ways to contact students and members.
- Have meetings at varied times when all parents, teachers and students can attend.
- Ask the art department to assist in developing posters and displays for the membership campaign.
- Have a greeter at the door and offer the opportunity to join PTA whenever parents are at the school.
- Put notices in the school mailboxes for each teacher. Remind them that PTA supports teachers, and let them know you are grateful for their support of PTA.
- Be generous in expressing appreciation to those who assist with the membership enrollment, and recognize new members at each meeting of the PTA.
- Sponsor a contest among homerooms for the greatest total of members or with 100% membership, etc. (Do not list the names of students who have or have not joined.) These awards might include the following:
  - Coupons from local merchants (free fries, ice cream cones)
  - Passes to football games
  - Refreshments during a homeroom period
- Use the school mascot in promotional activities.
- Reach out to booster clubs to help coordinate activities.

# EARLY CHILDHOOD

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## THE EARLY CHILDHOOD PTA

Early childhood PTAs are specially designed for parents of preschool-aged children and for all individuals concerned with the growth and development of young children.

The early years of a child's life are an important foundation. Proper development during early childhood (or lack thereof) will have a direct impact on a child's future ability to succeed in school and throughout adult life. Early childhood PTAs provide resources and networking and support for parents, educators and caregivers of young children during these crucial years.

Through early childhood PTAs, parents learn about the local schools. Parents can also develop an early network with other organizations and community agencies that are working for the welfare of children and youth.

Future PTA participation and leadership are developed by the participation of young parents in early childhood PTAs.

## THE EARLY CHILDHOOD PTA DIFFERENCE

Early childhood PTAs must address member recruitment differently. Usually, no children's backpacks are available to stuff with a membership envelope, and no captive audience of parents is just waiting to join. Potential members are reached by word of mouth, advertising or publicity materials placed in strategic locations where parents with young children gather. An early childhood PTA may be neighborhood, community or campus-based.

## MEMBERSHIP

An active, participating membership is vital for an early childhood PTA. In order to acquire members, the early childhood PTA must recruit creatively. Here are some ideas for help in recruiting members:

- Distribute new member packets containing fact sheets about the membership, parent education opportunities, newsletters, and activities in which your PTA is involved and a brochure about your group to every visitor. Be sure to include materials about how to join your PTA.
- Ask local pediatricians and hospitals to post or display membership information.
- Distribute business cards with a name to contact, which current members can give to potential members while out in the community. Your current membership is one of your PTA's best assets.
- Ask permission to post fliers in community libraries and in child-oriented businesses.
- Include meeting notices in child-oriented publications in your community.
- Send newsletters to potential members or to interested organizations that might publicize your events and information.
- Create a website and share general information about your group.
- Create a parent's guide to local preschools with information, evaluations, contact's names and contact information. Publicize the fact that your group provides this information and how interested parents can use it. Make it available to your local library.
- Provide the chamber of commerce with information about your PTA.
- Ask local businesses to use their marquee to promote your activities and events.
- Join your community welcome committee. Put your PTA information in their welcome packets.

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## **EARLY CHILDHOOD PROGRAMS**

Parent education programs offer a unique opportunity for parents to come together not only for social reasons, but also to learn more about child development and ways to help their children grow to their full potential. Early childhood PTA allows parents to feel empowered to speak up for their children's educational needs. The parent education programs your PTA offers are a great recruitment tool. The following are some program ideas.

- Nutrition
- Child Development
- Safety
- Learning Disabilities
- Television and Its Influence
- Kindergarten Readiness
- Building a Child's Self Esteem
- First Aid/CPR
- Planning and Saving for College
- Internet Use/Abuse
- Arts/Music (Be sure to participate PTA's Reflections program.)

# TIMELINE

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## JUNE

- Review materials from the outgoing chair, including Plan of Work and procedure book.
- Read membership materials provided by National and Texas PTA
- Verify that Texas PTA has the current officer contact information. Membership cards will not be provided until this is on file.

## JULY

- Attend membership workshops at Texas PTA Summer Leadership Seminar.
- Organize membership contest; determine incentives.
- Plan to attend all board meetings.
- Prepare Plan of Work. See the Appendix of this guide for a sample of a completed Plan of Work.
- Gather materials for membership enrollment (i.e., envelopes, current dues report, current roster and current awards form).
- Review all Texas PTA awards applications and make appropriate plans for eligibility.
- Ask president for membership cards that Texas PTA Office distributes.

## AUGUST

- Submit Plan of Work for approval by board.
- Implement membership enrollment campaign.
- Ask principal for permission to distribute materials through school channels.
- Have your campaign materials ready for any pre-start events and the first day of school.
- Inform teachers and staff on how and when dues will be collected.
- Publicize! Use all media – newsletters, newspapers, billboards, radio/TV, and the PTA and school websites to publicize your theme and goals. After permission from principal, publicize theme by displaying posters in halls.
- Have enrollment tables in each homeroom and/or main hallway on the first day of school.
- Plan to have a membership table and plenty of help at first PTA meeting.
- Use posters, photos, Brag Boards and artwork to draw attention to membership campaign progress.
- Work with program chair to host a parent education program.
- Prepare a packet for the school office to distribute when new students enroll.

## SEPTEMBER

- Solicit support of faculty and room representatives to promote membership.
- Set up membership tables at Open House and the first PTA meeting.
- Continue to publicize membership in PTA all the time.
- Update membership in newsletter and at meeting on progress toward goals. Make certain to coordinate this message with other board members.
- Review eligibility for membership awards listed on the Texas PTA website, membership section.

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## OCTOBER

- Submit membership dues, membership rosters, dues report form and awards application forms to the Texas PTA.

## NOVEMBER

- Continue to make personal contacts with parents and teachers who have not joined.
- Plan for spring membership campaign.

## DECEMBER

Relax and enjoy the holidays.

## JANUARY

- Kick off spring campaign.
- Continue to recruit new members and try to engage those who didn't rejoin.
- Evaluate progress and plan new approaches.

## FEBRUARY

- Celebrate PTA's birthday month.
- Honor someone with an Honorary Texas PTA Life Membership or National Life Achievement Award.
- Attend Founder's Day Event scheduled in your community.
- Attend Texas PTA Family Engagement Conference (even-numbered years only).
- Begin preparing procedure book for the next committee chair. Collect and sort records of membership activities and copies of all recruiting materials used during the year.

## MARCH

- Evaluate the year's progress, make written recommendations for next year and complete procedure book.
- Plan recruiting ideas for spring pre-registration.

## APRIL

- Attend the Officer and Chair Trainings where available.
- Make plans to attend Texas PTA Summer Leadership Seminar.

## MAY

- Meet with successor and pass on procedure book and other records at end of school year.
- Research the annual Texas PTA membership theme and recruiting resources for next year.
- Ask for faculty input about contests or other incentives. This step is crucial to keep the goodwill of all faculty and staff.
- Meet with new president to brainstorm strategies and set goals.
- Recruit a committee.
- Celebrate success!!!
- Breathe a sign of relief and wish the new committee well.

# RESOURCES

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Texas PTA is committed to providing our volunteer leaders across the state with the knowledge and skills they need to be successful in their role within PTA. Access to quality educational resources is a key component in supporting this success, as well as continuing to build strong Local and Council PTAs.

## FOUNDATIONS

*FOUNDATIONS* courses provide a broad overview of “what” PTA is, and share important information that every PTA leader should know. In addition to the courses offered for all board members, Texas PTA has also created a series of brief *FOUNDATIONS* courses that provide general information for many Local PTA board positions. It is important to note that these position-specific courses are not meant to be comprehensive training, rather a quick review of each position for newly-elected or prospective nominees. Other than *FOUNDATIONS: Leader Orientation*, all *FOUNDATIONS* courses are web-based presentations.

### ALL BOARD MEMBERS

- Council PTA Board Orientation
- Inclusiveness
- Leader Orientation
- Local PTA Board Orientation

### POSITION SPECIFIC

- Arts in Education
- Communications
- Environmental Awareness
- Fundraising
- Healthy Lifestyles
- Historian
- Legislative Action
- Membership
- Parent Education Programs
- Parliamentarian
- President
- Secretary
- Treasurer
- Volunteer Coordinator

## BASICS

The *BASICS* series contains detailed information to support volunteer leaders in their specific board position. Texas PTA strongly encourages every board member to attend a *BASICS* course for their own position, as well as any other related positions.

*BASICS* courses are currently available for face-to-face presentations during LAUNCH and through your Council PTA or Field Service Representative, as well as scheduled web-based trainings hosted by Texas PTA. In addition to the training presentation, all *BASICS* courses have a companion Resource Guide, Quick-Start Guide, and Duties-at-a-Glance. These guides are available via download from the Texas PTA website or for purchase through Texas PTA’s STAR Co-op (online store). Courses marked with an asterisk (\*) will debut at a future date.

- Arts Education
- Communications
- Environmental Awareness\*
- Fundraising
- Healthy Lifestyles
- Legislative Action
- Membership
- Parent Education / Programs
- Parliamentarian
- President
- Secretary
- Treasurer
- Volunteer Coordinator

## SPOTLIGHTS

PTAs have many unique programs, processes and responsibilities as healthy, thriving non-profits. *SPOTLIGHTS* courses offer an in-depth review of some of these most important and recurring PTA functions.

*SPOTLIGHTS* courses are available during LAUNCH and through on-demand, web-based presentations hosted by Texas PTA.

- Bylaws and Standing Rules
- Conducting a Meeting
- Financial Reconciliation
- Nominations and Elections

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