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1. MEMBERSHIP IS FOR EVERYONE AND IT’S ALL YEAR LONG

PTA is a membership-driven association! People join PTA to show support of the work we do locally and the work we do collectively to help children, families and schools. We rely on our members to volunteer their time and skills.

Every individual who joins PTA helps not only his or her own child, but every child. Imagine how strong your community could be if every parent, every teacher, staff member and administrator of your school, and every community member and every business leader, got involved in your PTA!

2. WHY JOIN PTA?

PTA is a grassroots association working exclusively to improve the education and well-being of all children and youth at home, school and in the community. PTA membership is as diverse as New Jersey is in culture, education level, and parenting style. By joining a PTA, a member automatically becomes part of the largest child-advocacy association in the state—120,000 strong across New Jersey. The #1 reason to join the Parent Teacher Association is to benefit your child. In doing so, you also help your school, but there are many more advantages for you as a member of NJPTA.

2.1 A Few Reasons to Join

- **Get connected.** There’s no better way to know what’s happening in your school.
- **Discover great resources.** The PTA offers a variety of programs designed for parents as well as students, teacher and members of the community.
- **Tap into a network.** PTA events provide opportunities to meet other parents and teachers, build rapport, and discuss parenting issues that are on your mind.
- **Watch yourself grow.** By volunteering with your PTA, you gain valuable experiences and personal confidence. It’s an opportunity to put your skills and hobbies to good use for a worthy cause.
- **Speak up.** Because PTA is a forum for exchanging ideas, you are encouraged to make suggestions and more effectively suggest a change at your child’s school.
- **Help your child succeed.** PTA fosters parent engagement, which has been proven by three decades of research to be the greatest predictor of student success.
- **Witness improvement.** By getting involved at your child’s school, you’ll be part of the solution, helping to make positive changes. Local PTAs play an important role in fundraising to provide building improvements, curriculum-based programs, and social events – all vital to a school’s success.
- **Be a role model.** By becoming a PTA member, you’ll be demonstrating to your child the importance you place on education.

2.2 You Should Join because PTA is Unique...

- It has not lost its focus for over 100 years - “every child. one voice.”
- It demonstrates how one person can make a difference by working with others within the PTA network.
• It provides extensive training and reflects the professionalism of its volunteers.
• It continues to be highly respected as an advocate in the state and nation for children and youth.
• PTA membership benefits your child and benefits our schools. More than 85 rigorous academic research studies conducted over 30 years prove that kids do better when parents are involved. Grades are higher, test scores improve, and attendance increases.
• PTA membership connects you to a network. Parenting is not easy - PTA helps parents share ideas, concerns and experiences with other parents and educators in the community. PTA events are opportunities to meet other parents and teachers, build rapport and discuss issues that are on your mind.
• PTA membership means more informed parents. Parents involved in PTA understand the challenges schools face and become part of the solution. They support improving education, both locally and through the state and national legislative process. By developing a closer relationship with parents, student achievement improves, and the school develops a positive reputation in the community.
• PTA membership boosts children’s well-being. PTAs focus on what students need to be successful in learning, including nutrition, health and well-being.
• PTA membership gets you connected and adds your voice to others. There’s no better way to know what’s happening in your school. Regularly scheduled meetings are an opportunity for you to share information with other members. Because PTA is a forum for exchanging ideas, you are encouraged to make suggestions. PTA can be a way for you to more effectively suggest a change at your child’s school.
• PTA membership leverages volunteer power. PTA organizes hard-working and dedicated volunteers. Parents are ready and willing to help implement school improvement programs.
• PTA membership provides great resources. The PTA offers a variety of programs designed for parents as well as students. Resource materials and training opportunities are plentiful in PTA.
• PTA membership improves your skills. By volunteering with your PTA, you gain valuable experiences. It’s an opportunity to put your skills and hobbies to good use for a good cause – for your child and all children in the community.

2.3 What Does a PTA Member Receive from National and State Membership Dues?
• Parent help—networking with other parents, resource materials available through the NPTA and NJPTA websites, classes on parenting issues at state and region conferences.
• Leadership development—an array of publications and classes at region and state-wide conferences on topics from nonprofit corporate management to building partnerships in support of student achievement.
• Representation—a voice at the state and national level addressing public policy issues affecting families and children.
• Insurance—local PTAs and councils may purchase, for a discounted fee, coverage for general liability, fidelity bonding, officer liability, and property insurance.
• Advocacy training—learn to advocate for one’s own children and public policy issues regarding all children through classes at legislative assembly, region and state conferences, publications, website links.
• Programs—ideas and resources for informative and relevant local programs, as well as national and state-sponsored programs such as the Reflections arts recognition program.
3. MEMBERSHIP CHAIR ROLE

Congratulations for taking on the challenge of membership. At a local PTA level, you have a vast amount support. If your PTA is served by a council, a board member will be available to support your needs. Please reach out to the state membership chairman, ask questions and share your PTA’s ideas. We are here to help you be successful.

3.1 Recruit/Record/Report and Remit/Retain/Recognize

- Recruit a committee that reflects a diverse population. Include fathers, single parents, staff members, community members, and people from different ethnic backgrounds.
- Plan a membership campaign.
- Prepare campaign materials.
- Lead membership recruitment/renewal efforts.
- Collect and process dues appropriately.
- Enroll members using the NJPTA web-based membership system. It is important to record all the information about your members as it allows them to receive information from your PTA, your council and the state office. Also, the membership database is one of the tools used to reconcile your PTA’s financial records in the financial review.
- Work with your treasurer to send dues and remittance forms to the state PTA on a monthly basis.
- Continue your membership campaign all year.
- Check your membership roster frequently for duplicate entries.
- Maintain accurate membership records for your local PTA or council.
- Pass all pertinent materials on to your successor.

3.2 Creating an Effective Membership Campaign

Appoint a committee. To build an ideal membership committee look to recruit individuals who:
- Have experience in marketing, public relations, sales, and recruitment.
- Are excited about PTA and willing to share their excitement.
- May be a past PTA officer who knows the history and success of your PTA.

The chair is not the committee; there should be at least three to four members to help with campaigns.
- Decide how to use or adapt the NJPTA 2016 - 2019 theme “Celebrating Children Today…For a Brighter Tomorrow” to recruit members.
- Use a catchy slogan and carry a theme throughout your materials.
• Set a deadline. Try the “early bird” technique. “If you join before October 1, your dues will be 50 cents less.” (It works! One PTA doubled its membership this way.)
• Be visible. Use reader boards at your local savings banks, real estate offices, grocery stores, and gas stations. Local merchants are eager to support the PTA. Use posters in public places such as libraries, grocery stores, and businesses. Ask businesses to include “Join PTA” on their advertisements.
• Send out a personal invitation to let parents know what your PTA has been doing and what your goals are for the future.
• Make it easy to join by attaching a return envelope to a letter or flier. You can purchase membership supplies from the online state PTA store at shoppta.com.
• Follow up on personal invitations with phone calls from the committee.
• Have a membership table set up at all school functions: open house, back-to-school night, spaghetti dinner, pancake breakfast, student performances, and any function the community will be attending.
• Circulate among the parents at all functions and personally invite them to join immediately!
• Provide a PTA information packet to all new parents who register children in school.
• Develop a visual representation to show how well the membership campaign is progressing.
• Check out the membership page on the New Jersey PTA website for more ideas and examples.

4. ASK!

4.1 Tips for Recruiting More PTA Members

• **Develop a network.** Think about your community as a recruitment network. Develop a list of local businesses and organizations you do business with or interact with on a regular basis. Contact them to talk about ways your PTA could partner with them. Ask business members to provide a speaker for a meeting or to host or sponsor an event. A representative from a local bank could give a seminar on saving for college. The local police department could talk about Internet safety. A local health care provider could talk about children’s health issues.

• **Seek opportunities for PTA members to speak at community events.** Visibility is an important part of membership recruitment. Be aggressive in identifying opportunities for PTA members to speak at community events. Within your PTA you likely have people who can speak about parent engagement, children’s health and wellness, how to run an effective meeting, and more.

• **Gather a group of members who love to present workshops or training sessions.** Host a “picnic in the park” series over the lunch hour during the summer and highlight topics of interest to the community. Develop sessions on such topics as grassroots advocacy, effective involvement in the school, and finding quality after-school care.

• **Promote your PTA.** Don’t be afraid to “sell” your PTA and ask everyone in the community to join. Create a flier that tells potential members three things your PTA accomplished last year, three things your PTA hopes to accomplish this year, and three ways PTA helps your community and its children. Put the flier out at all school events, ask local businesses to post the flier in their stores, have the local supermarket stuff the flier into shoppers’ bags, and ask the library to place one in each borrowed book.

• **Work with the media.** Submit news releases about your PTA events/activities to newspapers, radio and television stations, and other media that serve your community. Publicize your major events, and always invite people to join you for your next meeting. Provide your web address or other contact information so potential members can contact you. Remember that newspaper advertisements, messages in church or community bulletins, and letters to the editor can also help create interest in your PTA.
• **Your school or community local cable access channel.** Ask the cable distributor to run PTA public service announcements (PSAs).

• **Use personal contacts.** Look to your friends, family members, neighbors, and coworkers, as well as members of other organizations in which you are involved. These are all potential partners in PTA work. Ask your PTA board members to create a list of community and organization leaders they know. Invite these leaders to a PTA event, such as an assembly, an ice cream social or a field day, and show them the value that your PTA provides to the school and community. Reaching out to these contacts could garner new members, or even lead to the development of joint projects.

• **Take advantage of National PTA resources.** As part of a network of more than 25,000 PTAs nationwide, you have access to great resources. Customizable posters, brochures, letters, fliers, and advertisements, as well as PSAs, are available online at the NJPTA website and National PTA website ([www.pta.org](http://www.pta.org)). Local PTA presidents and membership chairs can use these resources to enhance membership recruitment and retention. Share your success stories with other PTA members by submitting your ideas to be included on the NJPTA membership website.

• **Enlist the help of a local celebrity.** Find a famous person in your town - every community has one - and ask her or him to be a spokesperson for your PTA. Ask her or him to serve as an “ambassador for youth,” to speak on behalf of your PTA and encourage parents to get involved. Ask the local television sports anchor or radio personality to represent your PTA. Ask the mayor to officially declare September as “PTA Membership Month” or to designate an official PTA week in your city or town. Partnering with the local government not only increases your visibility but also increases your credibility and shows your willingness to be involved in the community.

• **Increase activities, not meetings.** Remember that less is more - at least when it comes to meetings! Increase participation by having fewer meetings and more events. Meetings to vote and discuss business are necessary, but keep those short and to the point. Set a time limit of 15 or 20 minutes for meetings. Make sure people have information prior to the meeting so that when decisions need to be made, they won’t take up as much time. Use any additional time for a social event, fundraiser, or activity with children.

• **Make your next meeting an event by inviting a guest speaker to talk about a topic important to parents.** Host a family event such as a movie night or game night. Organize a panel discussion on topics that are “hot” in the district; if possible, include children in the discussion.

• **Just ask!** Once people have expressed an interest in PTA, contact them right away so you can give them more information, find out about their interests, and invite them to participate. Make it personal; phone calls and personal visits will result in more members for your PTA. Never turn a passionate member away.

### 4.2 Objections to Volunteering

You have tried a variety of approaches for recruiting members. What do you do when some of the individuals you have been talking to do not see the advantages and benefits as you do? Before you write off rejections, you might try to discover why they didn’t join. A personal visit or phone call is preferable, but a letter or email can work. The following are some responses to those who are reluctant to join.

**“I don’t have the time!”**

“I can understand that. However, it is your interest that counts. If you are unable to support the PTA with time, would you at least consider giving your financial support so that all the people working in the PTA know that you too are with us? You will have the satisfaction of knowing your money is helping as we develop programs and activities that benefit not only your children, but all children and youth.”
“But I don’t have any children in school!”
“You do not have to have children in school to belong to the PTA. Anyone who cares about children can join our association. As supporters, it is important that we have a voice in the decision-making process relating to the laws and regulations—whether in the schools or government—that affect children. You can have that voice through the PTA. Every child needs you. You will make a difference.”

“I don’t agree with a lot of the PTA positions!”
“Of course not. The only way to avoid disagreement would be to adopt a “do-nothing” policy. You would not want that kind of organization. But, in any case, it is easy for you to join. Then you can help to change the direction of the association, once you understand the whole picture.”

“Your organization doesn’t do anything!”
“I cannot speak for what may have happened in previous years, but let me bring you up to date on what we are doing now. For example... (List the current activities, programs, accomplishments, etc.) As you see, we are a very active group, doing many things that benefit all of our children. We need time, funds and willingness from people like you to keep it happening.”

“Not right now - maybe later!”
“Later may be too late. You really cannot afford to delay in being informed on the current issues and trends affecting children. Through the PTA, you will have access to the latest resources and publications designed to address today’s challenges facing parents and children in the school and community. Our members are the heart of the association and determine the course of action we need to take by participating in PTA activities. Please make the time and put children first.”

“I just can’t join another organization. I belong to too many already!”
“I know. There are so many good organizations to belong to, and it is difficult to support them all. But, I think the PTA is very special. Let me tell you a little about what we are doing. I find it helps to have information when I’m making a choice... (Tell about the PTA.) Remember, PTA works to prevent problems and, of course, address those concerns that affect us right now. We really need people like you in the PTA.”

5. PTA MEMBERSHIP PLANNING CALENDAR

Tasks due every month
- Recruit and enroll new members.
- Evaluate your membership campaign at the end of each month.
- Send in monthly membership payment.
- Send thank-you notes to new members.
- Write a newsletter article for next month’s membership column.
- Meet with the membership committee and evaluate your progress. Plan and implement any new approaches.
- Review last year’s membership list for members who have not renewed and send them a special note.
- Enroll members who did not join through the NJPTA website (via PT Avenue). Be sure to list/document the same fields as those created for PT Avenue. Make sure your officers, who are already activated, are not
entered a second time. Do not enter a member until you have actually collected her or his dues.

- Write a membership newsletter article for next month’s newsletter. Emphasize the value of membership and announce your month-end membership total.
- Submit all checks and cash from membership dues to the PTA treasurer immediately after received.
- Discuss with the treasurer the necessity to send in the membership dues monthly.

**August**
- Read the Membership Handbook in NJPTA’s leadership resources. (Well done. You are doing that now!)
- Meet with your president to discuss the membership materials.
- Register to attend your region’s fall conference membership class.
- Meet with the membership committee to review results of previous years’ campaigns and set new goals.
- Establish membership privileges.
- Review your budget for the membership campaign promotions: posters, awards, prizes, leaflets, etc.
- Plan your campaign. Set campaign dates and develop a timeline. Get the approval of your board.
- Ask your superintendent, school board president, or mayor to proclaim September “PTA Membership Month.”
- Send copies of your “proclamations” to your local newspaper and television station with an article on PTA parent involvement in your school.
- Write a membership newsletter article for the school newsletter.
- Review the NJPTA Membership Incentives (section 8.1 of this handbook)

**September/October**
- Set up a membership table on the first day of school to welcome students and parents back to school.
- Be visible! Publicize and celebrate “PTA Membership Month.”
- Send a letter home (with the first packet of information from the school) inviting everyone to join. Emphasize past accomplishments and future goals.
- Send “invitation to join” letters to past presidents, former board members, your school superintendent, school board members, and other community leaders. PTA is for everyone!
- Work closely with your school administrator to be part of the school open house.
- Enroll members who did not join through the NJPTA website (via PT Avenue). Be sure to list/document the same fields as those created for PT Avenue. Make sure your officers, who are already activated, are not entered a second time. Do not enter a member until you have actually collected her or his dues.
- Write a membership newsletter article for next month’s newsletter. Emphasize the value of membership and announce your month-end membership total.
- Submit all checks and cash from membership dues to the PTA treasurer immediately after received.
- Discuss with the treasurer the necessity to send in the membership dues monthly.
- Membership dues must be submitted by October 15 to remain in good standing.

**November**
- Continue to write a monthly membership article for your newsletter.

**January**
- Plan a new year’s campaign to start the year off right.
- Review the NJPTA Membership Incentives.

**February**
• Keep writing those membership articles for the newsletter.
• Plan a special celebration for PTA’s birthday month.
• Remember to send in your membership awards to get your hard work recognized.

March
• Print a list of members for the nominating committee.
• Plan any special membership activities for the end-of-the-year celebrations.

April
• Review this year’s membership campaign, make written recommendations for next year’s campaign and submit a report to your board.
• Update the membership procedures book.
• Register next year’s membership chair for the state PTA convention. Be sure he or she attends the membership class.

May/June
• Thank all of those who helped with this year’s membership campaign.
• Start planning next year’s campaign.
• Thank your members for joining PTA in your last newsletter article and encourage them to join next year.
• Work with the treasurer to reconcile the membership dues collected with the number of members enrolled in the online membership enrollment site.
• Download/print a copy of your membership roster to use next year to send renewal notices to your members.
• Ensure your members are all paid for and the roster tallies with your payments by the end of June.

6. MEMBERSHIP ENROLLMENT SYSTEM

NJPTA uses a web-based system to enroll members. When a person pays for a membership, it is extremely important that the membership chairperson enrolls that member online on the NJPTA membership enrollment website. The PTA president, treasurer, and membership chair will receive a login and password for the membership enrollment website, along with detailed instructions on how to navigate the website and enter your new members and renewals for next year. Be sure to indicate the offices or other PTA positions held by members. NJPTA uses this information to create the distribution lists for our leadership resources – it is important that you help us get the right people on these lists.

NJPTA does not release members’ names to outside organizations for commercial or other purposes. On occasion, NJPTA may distribute materials from organizations that we are collaborating with, but this is not done lightly. If members provide their email addresses, they can expect to receive messages from NJPTA when it is vital to reach our members with important information. If your members’ names and contact information are not in the database, they will not have the opportunity to learn about state PTA programs, nor the chance to help shape our legislative agenda. Make sure email addresses are kept correct and current. Check your PTA’s membership records online for duplicate names. Call the NJPTA office for assistance with the enrollment system and for help deleting any duplicates before your payments are due. Make sure
that the entries are listed as individuals. For example, do not enter “Joe’s Dry Cleaning,” or “Smith family,” or “sponsor #1.” Detailed instructions for using the online system are available from the NJPTA office (upon request) or can be downloaded from the NJPTA website.

If your PTA is audited by the IRS, they will ask to see members’ names. If your PTA is tax-exempt under Section 501(c) (3) of the Internal Revenue Code, your members can deduct their membership dues if they itemize when preparing their federal income tax return.

6.1 PTA Membership Cards

Once your members have been entered into the membership database, those members will receive a welcome email to indicate that they are now PTA members. The welcome letter will include their local PTA name and number, information about affinity programs and the link to activate their membership to take advantage of those programs, and a membership card they can print at home if they would like to carry a card with them. Of course, in order for members to get the welcome letter, their email address must be accurately entered in the database. This welcome letter for any member whose email address is not in our membership database will be sent to the local PTA president. Local PTA membership chairs will no longer be responsible for printing and distributing membership cards.

6.2 Memberships for Everyone

PTA is an individual member association, which means New Jersey PTA is an association of individuals who voluntarily join to support the work of the PTA. Each individual member has rights within the organization and a voice in PTA activities. Some PTAs have explored innovative membership levels to increase membership. Whether you sell membership options as individual, dual, quad, or some other level of support ultimately it comes down to: one individual = one vote + one card + one data entry = one membership.

6.3 Individual Memberships

Each person who joins PTA:

- Provides her/his name and contact information, and that information must be reported to the state and National PTA to initiate all benefits of membership.
- Pays dues. Your PTA may decide to assess a flat fee for the first person who joins, then a reduced fee for your PTA’s portion of the dues assessment for each individual member. The total amount paid for a family membership must be sufficient to cover council, state and national membership service fees and dues for each person who is enrolled as a member.
- Is entitled to all benefits of membership, including the right to voice and vote at your meetings and a membership card.

6.4 Family Memberships

While many local PTAs provide family memberships (sometimes known as dual or quad) to encourage more people to join, it is important to remember that each person who joins is actually an individual member and is entitled to all rights and benefits of membership. Each person must be enrolled as a member, and the family membership fee must be sufficient to cover your dues and service fees for each person. Remember
to specify the number of individuals that comprise a family membership and provide additional space for names and contact information.

6.5 Teacher Memberships
As one strategy to encourage teachers to join, some PTAs establish a special membership rate and/or scholarships for teachers. Keep in mind that teachers who join through such programs are full-fledged members, entitled to all benefits of membership. To make sure they have complete information about PTA’s programs and activities, including our legislative advocacy, it’s important that all their contact information is included in the database—and because NJPTA’s communications sometimes encourage specific action with respect to pending legislative proposals, do not use teachers’ school email addresses. If they are reluctant to share their personal email addresses, they can obtain a free email address with many Internet service providers. Work towards an 100% Teacher Membership.

6.6 Business Memberships
Although a business cannot be a member of your PTA (e.g., Joe’s Print Shop), the business owners/employees can be members (e.g., Joe Smith). The state and national dues portion for each person who joins must be forwarded to the state. Acknowledge them as a business/community member of your PTA.

6.7 How to Set Up a Scholarship for Membership Dues
Many local PTAs use this option to encourage members who may not be able to afford a membership. It is up to your PTA’s board to decide if you will offer partial or complete scholarships. A local PTA may set up a restricted line item in its budget specific to membership scholarships, to be funded solely by donations. These funds may be used to pay for partial or full assistance to pay for PTA memberships. Unused funds in the membership scholarship budget may carry over year to year but may only be used to cover the cost of PTA memberships.

- Remember to vote on this at your membership meeting.
- Have your treasurer track donations to the membership scholarship fund on its own line item.
- Add a line to your membership form asking specifically for people to donate to the membership scholarship fund to pay for another member or a staff member.

6.8 Membership Dues vs. Donations
If a PTA wishes to solicit donations with varying levels of contributions, it may do so as a project separate from the membership campaign. For example, a gold donor/patron could be $100; a silver donor/patron could be $50, etc. The details of this project must be outlined in the standing rules and approved annually by the membership. Remember to keep contributions and membership dues separate in your accounting and regular financial reports.
Example:
Scholarship requests/donations
✩ Scholarship assistance requested (completely confidential)
  100% assistance or partial assistance $_____(fill in amount)
✩ I would like to donate to the scholarship fund $_____(fill in amount)

7. INCLUSIVENESS AND DIVERSITY
PTA values and appreciates diversity, which enriches and strengthens the structure of our society within our state and nation. PTAs must be reflective of their communities to assure we speak for every child with one voice.

7.2 Male Engagement
Men have played important roles in the PTA throughout its long history. President Theodore Roosevelt sat on the board of directors of the National Congress of Mothers, the predecessor of the National PTA. Roles in society are changing. Men are directly involved in the care and education of their children. It’s important that PTA plans and implements programs and activities that address fathers’ needs and concerns. These may include developing parenting skills, single- or step-parenting, study skills, and working with the school and school district among others.

7.3 Student Engagement in PTSA
Student involvement is the commitment by a PTA to actively involve students in the work of the association. Parents, teachers, and students are dedicated to working as a team in training youth to be effective advocates and community leaders. A PTA does not need to change its name to “PTSA” to involve students. Students who have paid membership have all membership privileges and responsibilities (except being an officer…per NJ State Statue students need to be 18).

7.4 Teacher Engagement: Put the “T” Back in PTA
Teachers are an integral piece of the collaborative partnership between home and school. PTA understands that effective home/school communication, which includes face-to-face meetings, teachers sharing tips on helping students at home, parents sharing information regarding their child’s strengths and weaknesses, and regular telephone or email communication on student progress, improves student performance.

Here are some ideas to encourage teachers to join your PTA:
● Place a flower or small appreciation gift along with a handwritten invitation to join PTA on each teacher’s desk on the first day of school. Don’t forget all other staff members!
● Host a special luncheon for the teachers when 100% of them join your PTA.
- Submit an article to the newsletter of your local teachers association about PTA and the positive effect of school-parent collaboration on student success.
- Ask the principal to send a friendly memo to all teachers about the benefits of PTA to the school, students, and teachers, and asking them to show their support by joining PTA.
- Ask for teachers’ suggestions on how the PTA can assist them in addressing school-related issues.
- Give a special thank-you token to staff members who join your PTA.
- Plan your meetings to avoid interference with teachers’ work and family responsibilities.
- Encourage a teacher to be your PTA Teacher Liaison.

Make sure to obtain teacher members’ contact information and enter it into the NJPTA membership database so they can receive information from and about NJPTA.

7.5 Community
- Identify business leaders in your parent population and take advantage of their contacts.
- Design programs that invite business leaders to assist with your PTA projects by volunteering their efforts and corporate donations in ways that are meaningful to them.
- Invite senior citizens to join and share their time and experiences with young people.
- Recognize the community participants/members.
- Consider having a community membership rate that does not include fees for a student directory or other special perks but is simply based on state and national dues with an allowance for council if applicable.

8. MEMBERSHIP AWARDS AND INCENTIVES
To recognize the outstanding efforts of local PTAs that have set goals and successfully achieved membership increases, a membership awards program was implemented by NJPTA. Every local PTA has a unique opportunity to increase its membership and be recognized for its efforts.

8.1 Membership Incentives
New Jersey PTA recognizes achievements to encourage membership enrollment early and throughout the year.

2016-2017 New Jersey PTA Membership Incentives

August – Back to School Membership Idea
Individuals can submit on New Jersey PTA Facebook Page or via email at membership@njpta.org their favorite Back to School Membership idea by August 31st.
*Two Winners will receive a Free Registration to the Leadership Convention this Spring.*

September – Get a Head Start
Have at least 25 members listed in PT Avenue with e-mail addresses by September 30th.
*One winning PTA will receive $100!*

October – Make First Dues Payment
Submit dues to New Jersey PTA by October 15.
*Two winning PTAs will receive $100!*
November – PTAs in Good Standing
Submit proof of your Form 990 Submission, your Audit from last year, and a dues payment by November 15. 
One winning PTA will receive $100!

December – 100% Teacher Membership
Submit a roster of your Teacher Members by December 15! 
One winning PTA will receive $100!

January – Reflections Participants
All PTAs that submitted entries to the Reflections program will be entered. 
One winning PTA will receive $100!

February – Male Members!
PTAs that have at least 50 paid male members by February 15. 
One winning PTA will receive $100!

March- March Madness
Members that submit 17 NEW members in 17 Days! March 1 to March 17. 
Two winning PTAs will receive $177!

April and May- The Highest Percent Increase
The PTA with the highest percent increase in PAID members from April 1 to May 31st 
One winning PTAs will receive $500!

Paid vs. Enrolled
Please do not enter a member until her or his dues are deposited. Please then ensure that the money is sent to state for that member in a timely fashion. This membership money, used for state and national programs, is not for the local PTA.

8.2 100% Membership Award
This award is the highest award we offer in New Jersey. Why do we do this? It recognizes the link that every child in the school community has a paid PTA member to be their voice. PTAs should be proud to use this as a marketing tool to encourage membership. What could be better than every child having an adult willingly join the PTA as a voice for their future?

Recipients of the 100% Membership Award will be honored at the NJPTA convention. PTAs must complete an application form to be eligible for this award. Form and instructions are available on the NJPTA website.

8.3 100% Teacher Membership Award
This award is presented to PTAs to recognize the value of teachers as stakeholders advocating for all children through PTA membership. PTAs must complete an application form to win this award. The application form and instructions are on the New Jersey PTA website.
9. MEMBERSHIP DUES REMITTANCE PROCESS

At the end of each month, every PTA which has new and/or renewing members join during that month will receive an invoice from NJPTA for those members. The invoice will contain the following information:

- Total number of new/renewing members for that month.
- List of members included in the billing.
- Fees due for state and national.
- Address to which payment should be mailed.
- Instruction to include copy of invoice with payment.

All local PTAs send monthly payments for state and national dues directly to the state office.

10. MEMBERSHIP SUPPLIES

New Jersey PTA offers a multitude of items through the PTA store to help your PTA achieve its membership goals.

11. MEMBERSHIP FAQS

Can a PTA sell “corporate or business memberships?”
Yes, but a business cannot be a member (e.g., Joe’s Print Shop); however, the business owners/employees (e.g., Joe Smith) can be members. See below for business sponsorships.

Can a PTA have a “business sponsorship/supporter?”
- Must be in standing rules.
- Avoid using the word “membership” when soliciting support.
- No voice or vote.

What is the difference between PTA and PTSA?
The only difference between a PTA and a PTSA is that PTSA has an “S” for “students” in its name. Usually middle and high schools with active student involvement are PTSA.

What about “family memberships?”
- One member = one card = one vote. While many PTAs provide family memberships to encourage more people to join, it is important to remember that each person who joins through a family membership is actually an individual member and entitled to all rights and benefits of membership.
- If your PTA offers a family membership, that option must be reflected in your standing rules.
- The total amount paid for a family membership must be sufficient to cover state and national dues and service fees for each person who is enrolled as a member.

May we charge students a lower rate of membership dues?
Yes, you may have a student membership rate. However, student dues must be listed in your standing rules and must be enough to cover the portion of dues that include council, state and national PTA. Student
members’ dues may not be subsidized by the PTA.

**Can students be PTA members?**
Yes. If a student is a paid member of a local PTA, that student also has voice and vote, no matter her/his age.

**Do we need to keep a membership list?**
- Yes, every PTA needs to keep a list of its members. The PTA membership chair should maintain the online membership site by updating it as new members join. Include the member’s name, address and contact information (phone number and email).
- Printed membership rosters are a part of the PTA’s permanent records.

**Who should have the membership list?**
- The secretary and/or the membership chair should have a current membership roster available at every membership meeting.
- The financial review committee requires the list of members for the financial review.
- The nominating committee should receive the list for considering members to be proposed for offices. The nominating committee must verify that persons nominated are members and eligible for office.

**Can our PTA provide membership scholarships?**
- Yes – Your PTA may provide membership scholarships by establishing a restricted fund to which individuals may donate to help pay for member dues for individuals. If an individual donates to this fund and the PTA accepts these donations, then this is the only purpose for which these funds may be used. The PTA is not using PTA funds to pay for an individual’s membership; rather, the **donated** funds are being used for this purpose.
- If a PTA has a restricted fund for donations to help pay for membership dues for individuals, then the PTA should have guidelines to determine how the funds are to be used. The school counselor or principal may know different family circumstances and the PTA may ask the counselor or principal to make this determination.

**Can our PTA sell ‘pre-paid’ memberships?**
Yes - A PTA may sell “pre-paid” memberships. To do so, add a line item to your budget and financial reports indicating “pre-paid memberships for next year.” The PTA would hold these funds, entering them into the NJPTA online membership website only after notification has been received from NJPTA that the site is ready to accept new members.

**Can our PTA give more funds to teachers who are members?**
No!

**12. PTA COUNCILS**
A council consists of all local PTAs within the council service area prescribed by NJPTA policy. Any local PTA outside a council service area may join an existing council with mutual consent of the local PTA and
the council. Its main purpose is to promote the welfare of children and youth. A council’s role is to inform, give advice, guide, instruct, provide service, encourage the leaders of local PTAs, and be responsive to their needs for consultation, leadership training, and coordinate the efforts of the member PTAs. Councils may be created through NJPTA policies. Contact fieldservice@njpta.org if you are interested in forming a new council in your area.

Bergen County Council
Burlington County Council
Camden County Council
Essex County Council
Hudson County Council
Mercer County Council
Ocean County Council
Warren County Council
Union County Council

Note: A council may include a town, area of county, or a district.

13. MEMBERSHIP DUES
What your membership dues pay for at the New Jersey PTA...

- Informed and trained leadership. Many leadership training opportunities and publications are available.
- Technical services such as staff help with charitable solicitations registration, incorporation annual report, and 990/990EZ/990-N IRS forms.
- Friendly board members and staff available for procedural questions.
- Group rates for liability insurance.
- Advocacy—coordinator to support children and families in public policy and legislation.
- Publications, such as weekly Leadership News.
- Name recognition as part of a state and national association with a history as a powerful group speaking on behalf of all children and youth for over 116 years.
- Support NJPTA is always a phone call or e-mail away.

National PTA dues: per member: $2.25
New Jersey PTA dues: per member: $1.75
Local PTA dues: Local PTAs are free to set their own dues, if they wish to collect additional revenue above the dues required by NJPTA and NPTA. Local PTA dues should be identified in the PTA’s bylaws.