



UNLOCK THE
MEMBERSHIP
POTENTIAL

THE BLOODLINE TO A SUCCESSFUL UNIT



Hazelwood PTA Council



PTA
everychild. onevoice.

BENEFITS OF MEMBERSHIP

- The voice for our students – our future doctors, lawyers, engineers, entrepreneurs, scientist, and so many other careers that we need to survive day-to-day.
- Networking with families and community to build a wealth of resources and information.
- Anyone can be a member of PTA. *Regardless if you have children in school or not.*

WAYS TO OBTAIN MEMBERSHIP

- Build relationships with the parents, students, and community partners
- Provide good resources / events to your members. This is a great way to show their membership at work.
- ASK / INVITE / INITATE everyone to join PTA all of the time. *CONTINUIOUSLY!*
 - E-mail, text, phone calls, social media, flyers, etc.
 - Previous members, senior homes, apartment complexes
 - Local businesses
 - Grandparents and family members
- Brand the PTA name to be top of mind awareness.
- Communicate, listen and engage.

OVERCOME OBJECTIVES

- I don't have time. – I/we understand. Right now your membership is most important. You can always support PTA in other ways, like purchasing a bag of candy for our fall festival while you are at the grocery store.
 - You can send out social media blast or text messages to get 10 of your friends to become members while you are waiting to get your car inspected.
 - When you become a PTA member, your membership helps us and helps get legislation passed in Jefferson City and Washington, DC
- “I don't like to fundraise” – I/we understand, that is not our favorite thing to do either. You don't have to assist with fundraising if you don't want too. Unfortunately, most of the time we have to participate in one fundraiser to support the resources we provide for our students. You can always donate or pick up a bag of candy for our events.
- “My wife/husband/partner has already joined” – That's fantastic! Both parents and family members are encouraged to join PTA. I'm sure you care as much as your wife/husband/partner about investing in your student(s) success, school improvements and the students your child is growing up with.
- “I don't see a need for PTA” – Did you know that PTA is responsible for advocating and assisting legislation to pass for nutritious lunches in public schools.
 - Advocating for schools to have a nurse in the schools
 - Raise the Age in Missouri
 - And so much more. *The is a huge need for PTA and you as a member*

AWARDS & RECOGNITION

Local Units Can Achieve Several Awards and Recognition

- Early Bird Award - First dues payment mailed by **August 31st**
- Bronze Medal - 20% membership increase over previous year
- Silver Medal - 50% membership increase over previous year
- Gold Medal - 100% membership increase over previous year
- Honor Roll - Matched or increased membership over previous year by **March 1st**
- Platinum Award - Membership meets or exceeds total enrollment plus total staff
- President's Award - Matched or increased membership over previous year by October 31st
- 100% Faculty Award - All full time Certified Staff are paid members
- Diamond Faculty Award - All full time Staff are paid members (including custodians, food services, etc.)
- Student Membership Award - 20% increase over previous year of student memberships
- Business Partnership Award - 20% increase over previous year of business memberships