

Thirty-Third District



Grow Your PTA

Membership Magic

Liz Ritter and Nannette Nolan

Thirty-Third District PTA Fall Officers Training
Saturday, August 9, 2025

Today We'll Cover

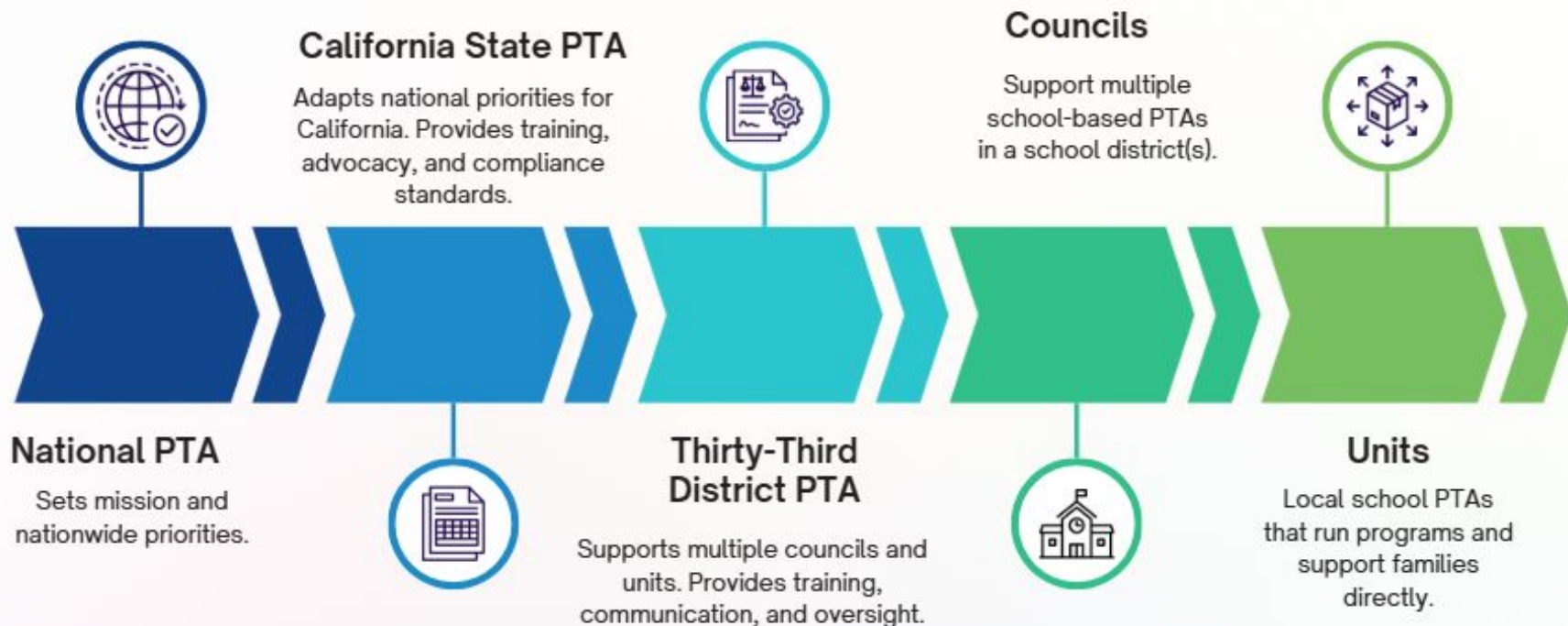
- What PTA Membership Is and Why It Matters
- Setting Goals and Incentives
- Administrative Must-Knows (Rosters, Reporting, Dues)
- Ways to Collect Memberships
- Handling Money the PTA-Compliant Way
- Communication and Resources
- Quick Recap and Q&A



Pop Quiz!

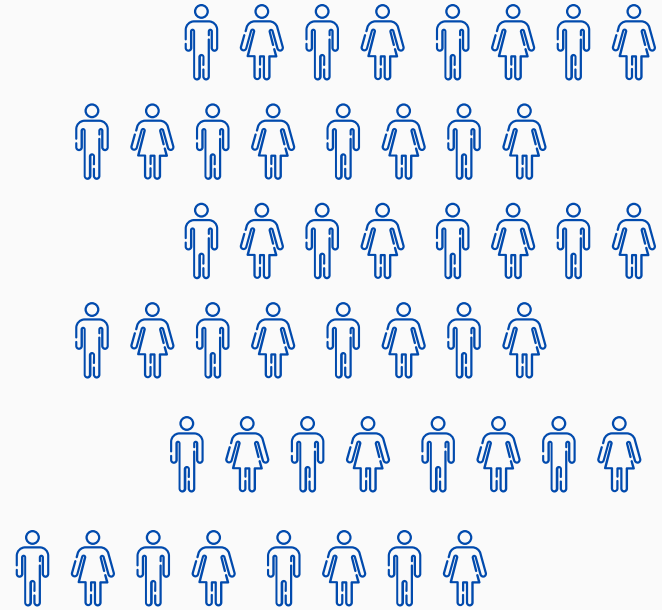
What do these statements have in common?

What is PTA?



Membership Matters

- Partners in advocacy
- Sense of community
- More influence for kids and schools
- More volunteers and support
- Funds for programs and events
- Source of future leaders
- Year-round visibility (not just fall drives!)



Setting Membership Goals

Follow the Numbers

- Set a target tied to your school's size
- Improve upon last year's numbers
- Plan for all school community – teachers, parents and guardians, students, community members, alumni, past members, etc.
- Track progress all year and adjust

Use SMART goals

Specific
Measurable
Achievable
Relevant
Time-bound

Examples:

- 100% teachers by March 1
- 500 members by December 1
- Increase membership by 25% by March 1

Membership Incentives and Perks

- California State and National PTA Perks
 - Discounts and Special Offers
- Scholarships for students, parents, volunteers and teachers:
 - Education Scholarships for school staff
 - Continuing Education Scholarships for PTA volunteers
 - Graduating High School Senior Scholarships
- PTA Grants for Programs: Advocacy, Internet Safety, Arts, Wellness, Tobacco Awareness and Families

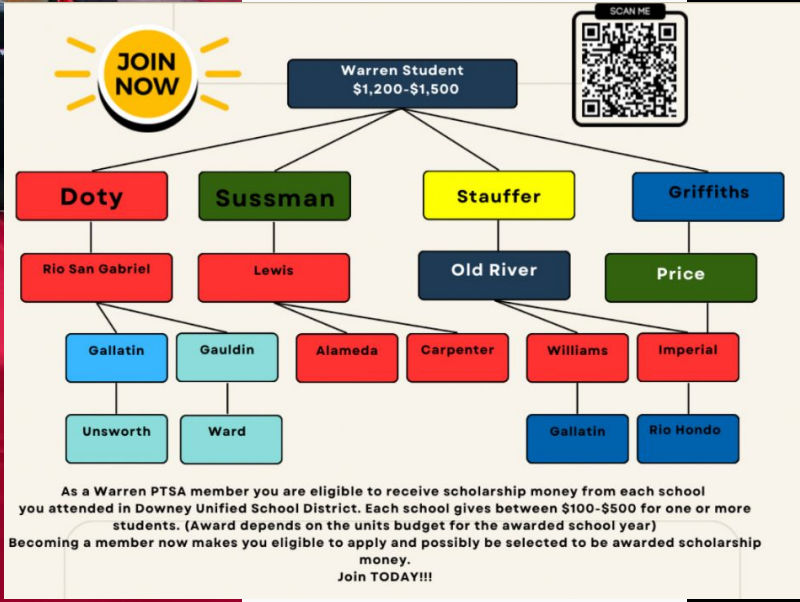
Awards for YOUR Unit!

Look for contests for membership growth and creativity from California State PTA!

Ideas to Drive Membership

- PTA table at school and PTA events with promotional supplies, talking points, and giveaways
- Class competitions
 - Work with board, principal, and teachers on ideas
 - Class celebration, field day, other perk
- Teacher and staff raffles and incentives
 - Consider competitions by subject or grade
 - See [CAPTA.org](https://www.capta.org) to learn how to hold legal raffles.
- Individual recognition
 - Flag ceremony raffle/giveaways
 - Front of lunch line pass
 - Spirit wear raffle
- **Just ASK!** Flyers, posters and email to EVERYONE.





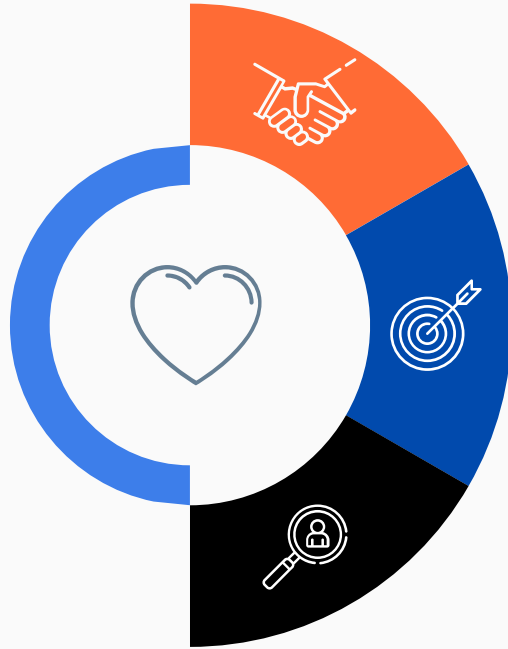
Membership Rosters Matter

Keep Accurate Records

—
They Are Essential for
PTA Business

Using TOTEM?

Save a copy of the membership list monthly and give to the secretary as part of the permanent record.



Association Meetings

Only members have rights to vote, make motions, nominate, etc.

Nominating Committees

Only members can serve on this important committee.

Elections

Only members can run for office and vote in elections.

Membership Roster Anatomy

First Name	Last Name	Email	Phone	Date Joined	Student Name	Grade	Teacher
Sally	Seashells	ssea@gmail.com	31012 31234	03/26/25	Sammy Rodriguez	1st	Smith
Sammy	Rodriguez	ssea@gmail.com		03/26/25	Sammy Rodriguez	1st	Smith

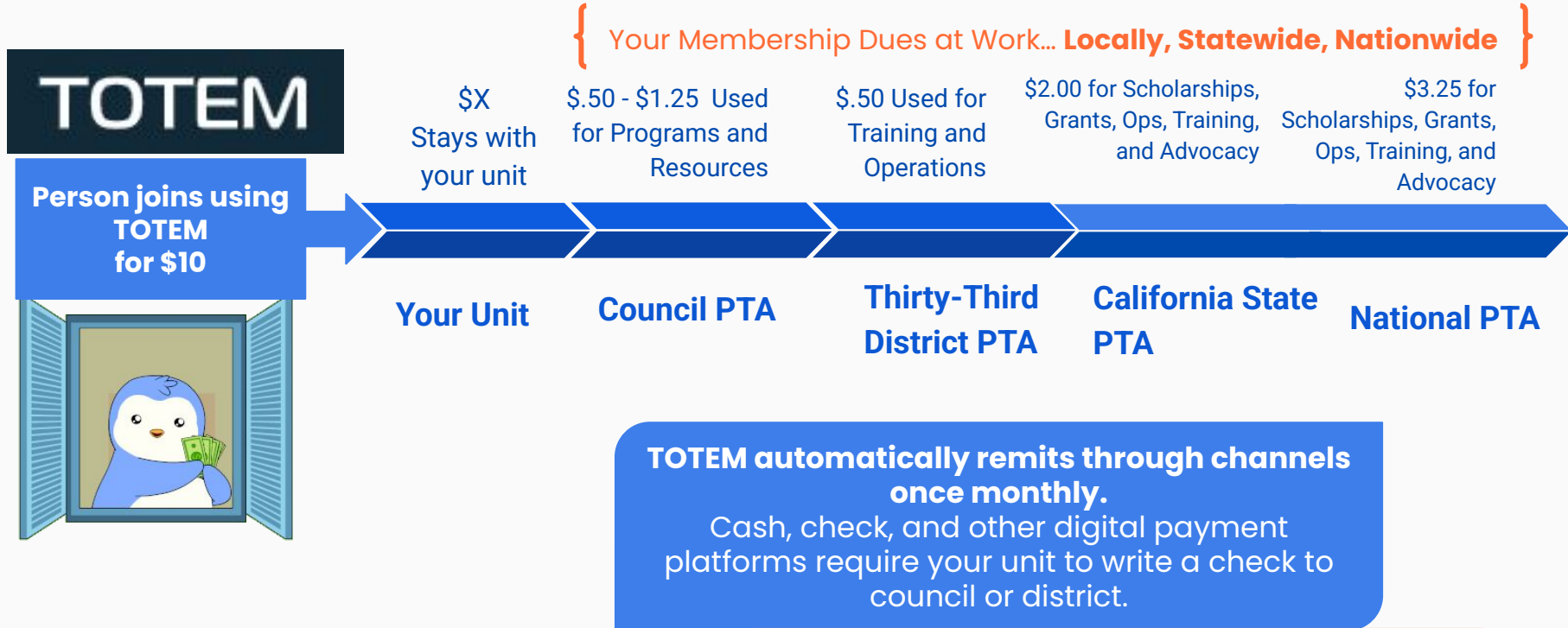
Communication Matters

Your membership roster is an essential tool for communicating with your members. Use it wisely.


Add Extra Fields

Adjust your roster to collect other helpful info.

Member Dues: “Remitting Through Channels” Explained



TOTEM



Nannette Nolan
LOG OUT

Thirty-Third District PTA ▾

Dashboard

Leaders

PTA Associations

Message Center

Reports


Settings

Member Menu

Memberships

Search...

Help ▾



Thirty-Third District PTA
Lakewood, CA

5,596
ACTIVE MEMBERS

REVENUE YTD
\$2,547

249
ACTIVE ASSOCIATIONS

4,996
ONLINE MEMBERS

MEMBERS BY TYPE

Parent/Guardians	2,970
Students	1,493
Teachers	485
Grandparents	185
Supporters	175

REACH BY CHANNEL

Email	2,776
Phone	417
Postal	298
Facebook	277

MEMBER BENCHMARKS

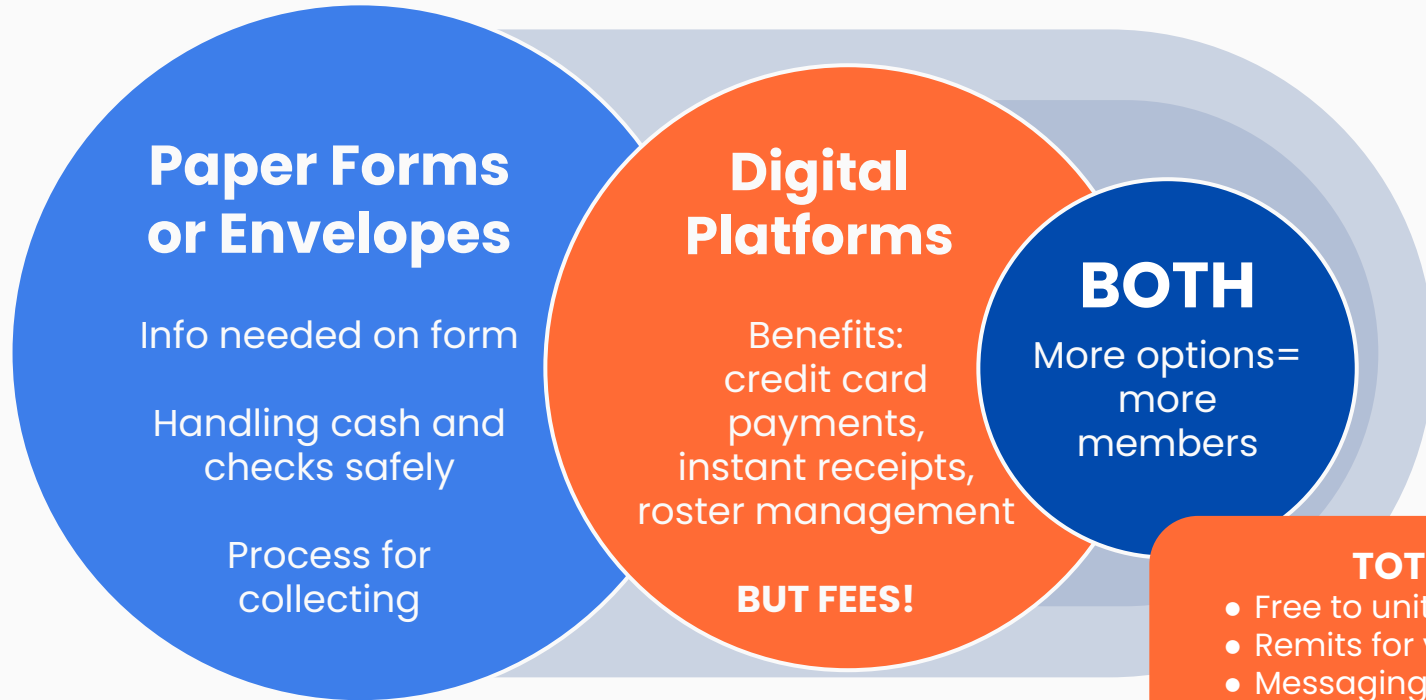
Paying Online	89%
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Report Membership at Your Board Meetings
Treasurer is responsible for remitting monthly for new members.

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Ways to Collect Membership



TOTEM

- Free to units
- Remits for you
- Messaging tool
- Member pays \$1 fee
- Donations incur 10% fee

Protect Yourself and PTA Assets

- PTA**
everychild.one voice

[illegible]

FOR OFFICIAL USE ONLY	
Signature <u>Nan signs (VP programs)</u>	Amount Received: \$ <u>180.00</u>
Signature <u>Liz Signs (Membership Chair)</u>	Signature <u>Erica Signs (Treasurer)</u>
Signature _____	Date <u>11/1/25</u>

Communication and Resources

National PTA's 'Zooming into Membership' and online tools

Regular updates from:

- National PTA
- California State PTA
- Thirty-Third District PTA
- Council PTA

Get info on:

- Incentives
- Contests
- Training
- Leadership tools

A template created by National PTA was shared with you, start designing now



WHO WE ARE

OUR MISSION

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

WHY JOIN?

- [Insert a few reasons to join that are specific to your school and PTA community]

- ...
- ...

HOW TO JOIN

[Outline the ways people can join your PTA. Be sure to make joining easy! This could mean including website links or PTA contact info.]

Your Built-In Support Team

Use your council and/or district PTA membership chair for:

- Goal-setting
- Ideas
- Questions
- Support

Reach out when you're feeling stuck or overwhelmed.

Liz Ritter

Director of Membership

membership@33rdpta.org // 562-303-3481 (text)



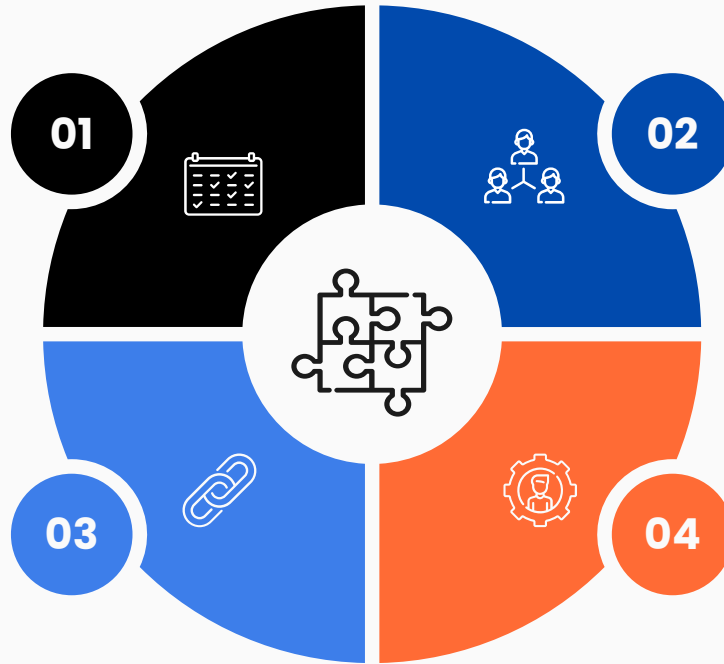
To Sum It All Up

Membership is a Yearlong Effort

Growing membership is vital.

Take Reporting and Money Seriously

Trust and your reputation are valuable.



Build and Maintain Your Rosters

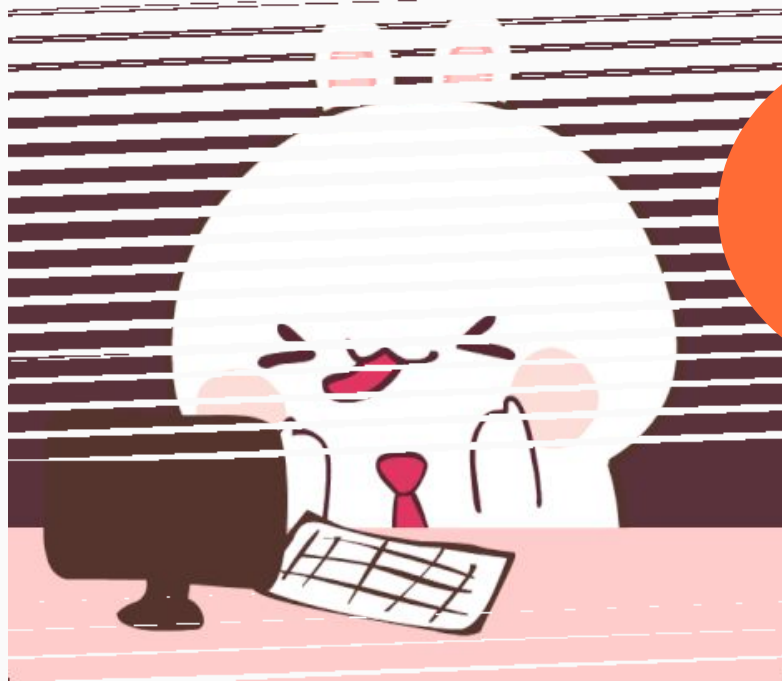
Know your members and tap into this too.

Give this roster to secretary monthly.

Tools and Help are Available

Use the tools and the support. That's the benefit of PTA — we're in this together.

Time for a Pop Quiz!



Just Kidding...
**Time for
Questions!**

Thanks!



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CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics and images by [Freepik](#)