

**Thirty-Third District**



# Grow Your PTA Membership Magic

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Liz Ritter and Nannette Nolan

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

# Today We'll Cover

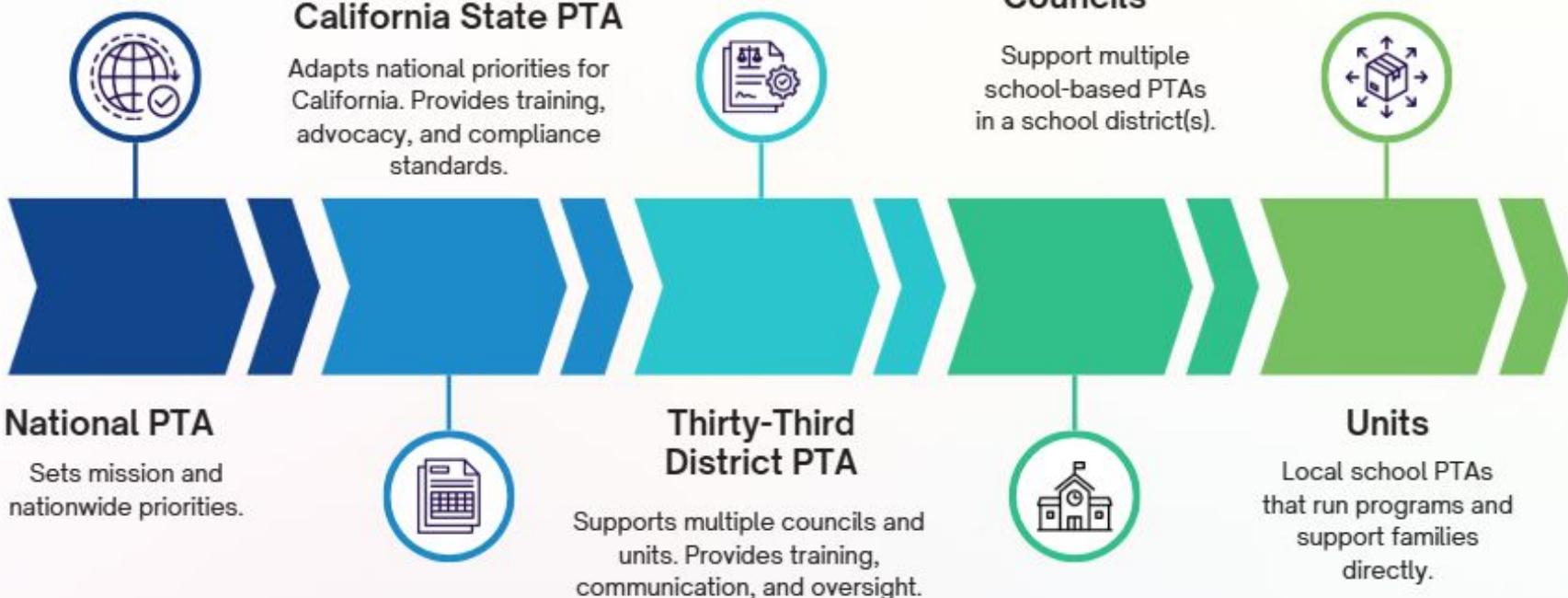
- What PTA Membership Is and Why It Matters
- Setting Goals and Incentives
- Administrative Must-Knows (Rosters, Reporting, Dues)
- Ways to Collect Memberships
- Handling Money the PTA-Compliant Way
- Communication and Resources
- Quick Recap and Q&A



# Pop Quiz!

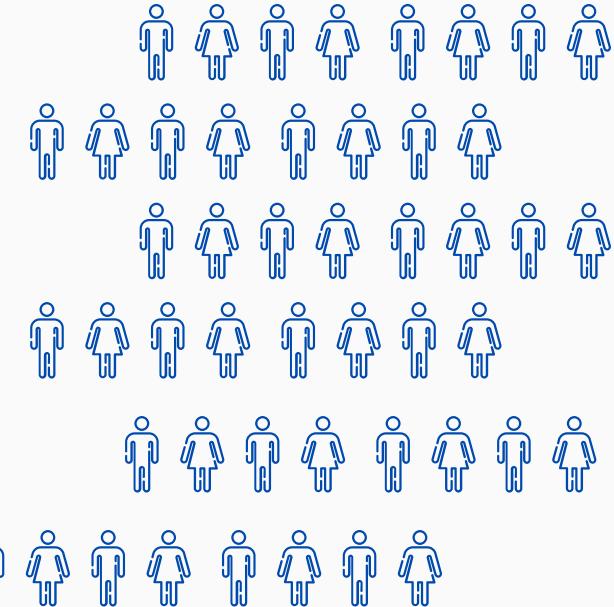
**What do these statements have in common?**

# 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

**S**pecific  
**M**easurable  
**A**chievable  
**R**elevant  
**T**ime-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

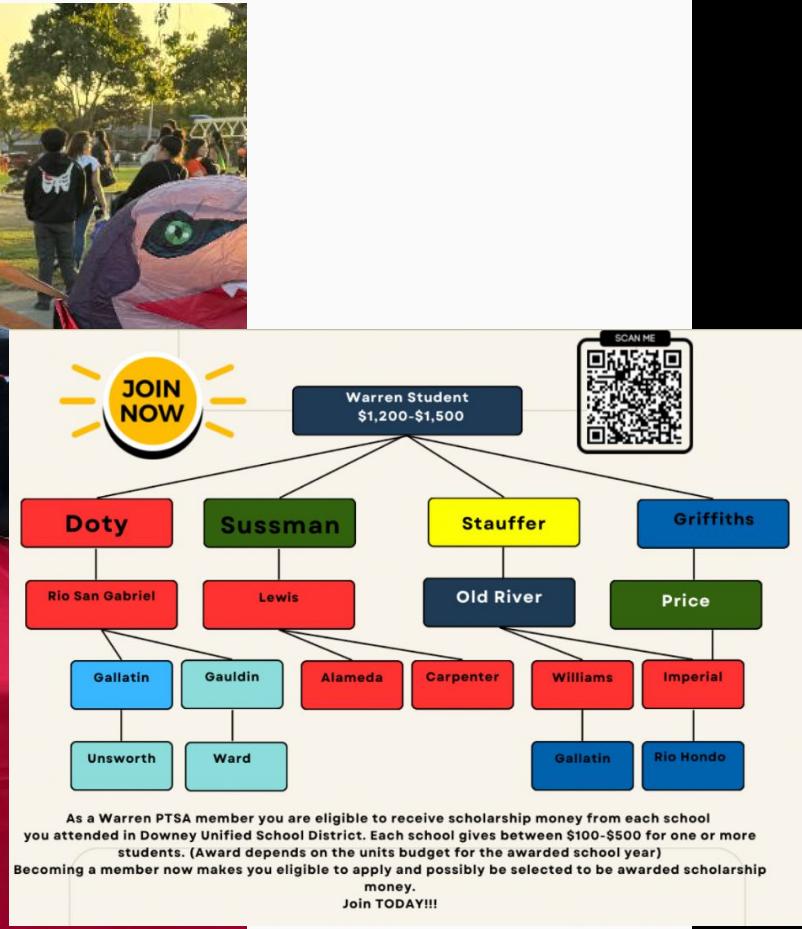
## Awards for YOUR Unit!

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](http://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

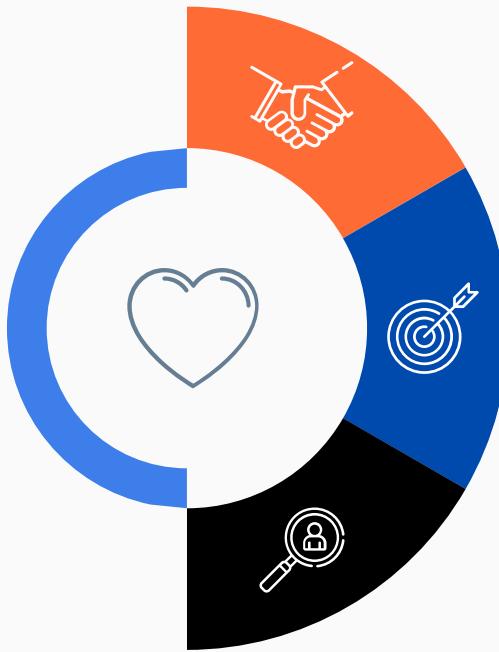
## Keep Accurate Records

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## 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

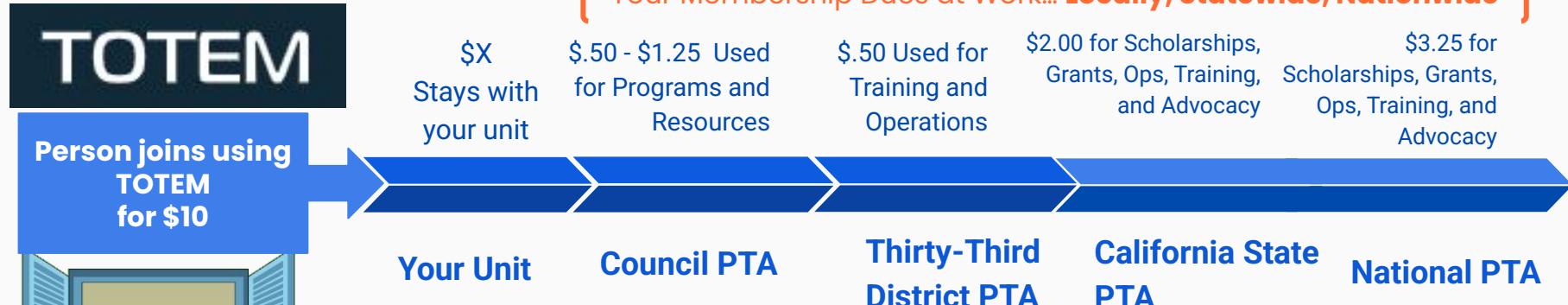
## Communication Matters

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 automatically remits through channels once monthly.**

Cash, check, and other digital payment platforms require your unit to write a check to council or district.

**Remember: Membership is NOT a Fundraiser.**

# 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

\$2,547 REVENUE YTD

249 ACTIVE ASSOCIATIONS

4,996 ONLINE MEMBERS

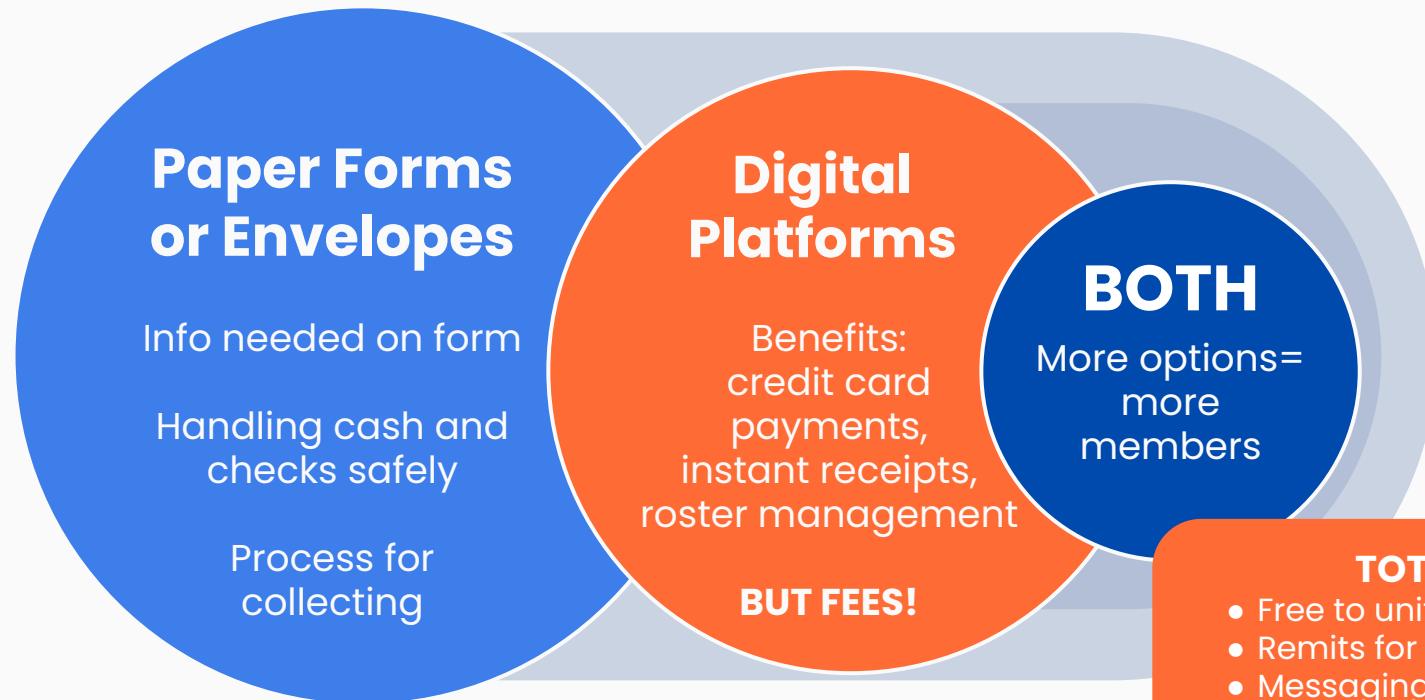
MEMBERS BY TYPE	
Parent/Guardians	2,970
Students	1,493
Teachers	485
Grandparents	185
Supporters	175

REACH BY CHANNEL	
Email	2,776
Phone	417
Postal	298
Facebook	277

MEMBER BENCHMARKS	
Paying Online	89%

**Report Membership at Your Board Meetings**  
Treasurer is responsible for remitting monthly for new members.

# Ways to Collect Membership



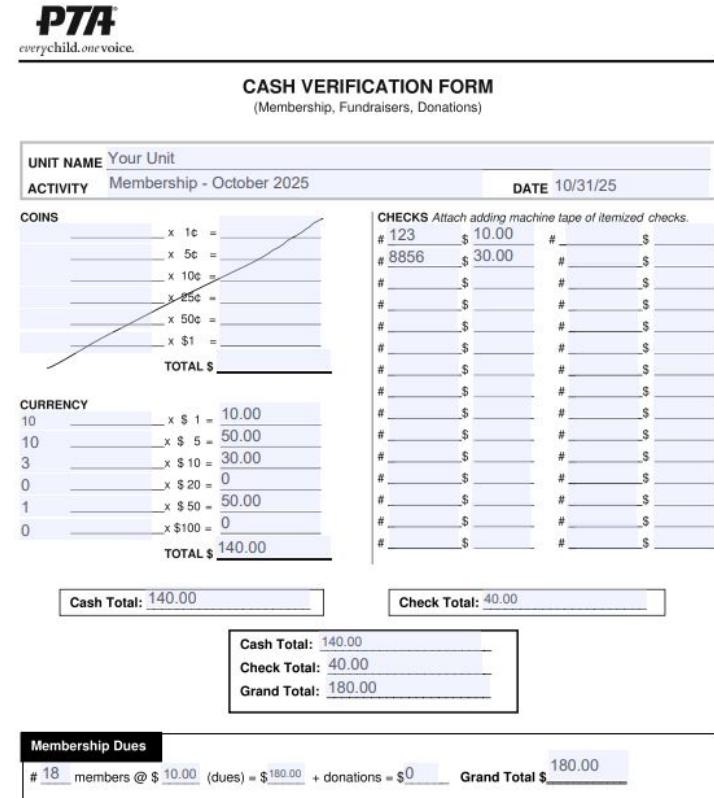
## TOTEM

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

# Handling Money the PTA-Compliant Way

# Protect Yourself and PTA Assets

- Two people always count cash
- Complete cash verification forms
- Deposit funds promptly
- Issue receipts
- Keep membership funds separate
- Membership chair and treasurer work together



# 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**

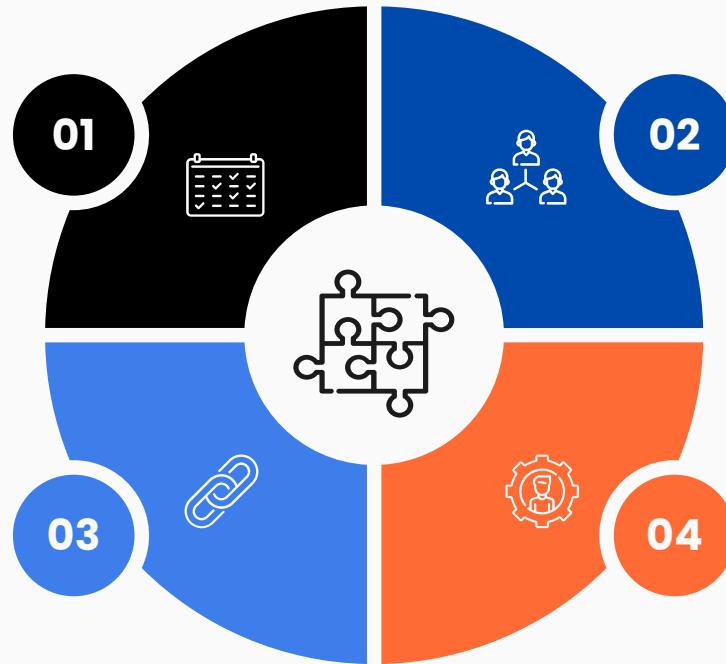
**Director of Membership**

[membership@33rdpta.org](mailto: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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