



Local PTA Membership Campaign Award

2009-2010

Purpose of Award

This award encourages the participation of Local PTAs in creative use of the Texas PTA membership theme in activities and programs that promote recruiting, enrolling, reporting and retaining members in Texas PTA.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Provide the current year membership totals for October 2009 and March 2010.
- Provide the current number of students enrolled at your campus.

Bronze Level Recognition

- Use Texas or National PTA resources (*Web site, Membership Activity Kit, The Official PTA Kit—A Big Box of Possibilities, Chairman's Guide, and/or Texas PTA Handbook, Summer Leadership Seminar membership workshop*) to plan for the membership year.
- Use the Texas PTA theme for current year. Attach the electronic versions of membership campaign materials used.
- Submit dues and forms for at least 20 members to the Texas PTA Office by October 15, 2009.
- Recruit members year-round and submit roster and dues to Texas PTA Office at least twice.
- Submit final dues and roster to Texas PTA Office by March 15, 2010.

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Use multiple publicity channels (i.e., newspaper, radio, television, PTA Web site, school Web site, school newsletter, etc.) to promote PTA membership. List publicity used to promote membership and attach electronic copies.
- Target some recruitment efforts to historically underserved groups (*men, community, different ethnicities, etc.*). Describe recruitment efforts (*250 words or less*) and attach any promotional materials used.

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Qualify for Texas PTA Early Bird Achievement Award.
- Qualify for two additional membership awards.
- Implement innovative ideas for recruitment, retention, or membership renewal and describe your membership campaign focusing on creative, innovative recruitment and retention efforts (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.