



PAVING THE ROAD FORWARD

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

To better support our mission and position the association for the future, the Texas PTA board of directors voted unanimously in October to propose a membership dues change of \$1.50.

SCAN TO
LEARN MORE

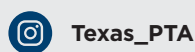


If approved by members at the Annual Meeting during LAUNCH, this will change the state portion of membership dues from **\$2.25 to \$3.75, effective August 1, 2024.**

The passage of the proposed change in dues would focus on these improvements:

- 1 Increase investment in PTA leaders**
including additional digital training courses, LAUNCH scholarships, and access to in-person leadership programs
- 2 Amplify our legislative voice**
including developing a legislative conference and town halls, training for advocacy chairs, and building advocacy networks with other education organizations
- 3 Broaden parent education and family engagement efforts**
including more CONNECT programs, additional student/teacher scholarships, growing the Resource and Vendor Directory, and enhancing Reflections
- 4 Reach more communities**
including multilingual resources for leaders and families, partnering with organizations serving underrepresented populations, and additional programming targeting neurodiverse and multicultural communities
- 5 Incorporate strategic technology initiatives**
including improvements to the Texas PTA website, JoinPTA.org, and myPTEZ; a mobile app; complimentary software and website access (financial software, Canva, SignUp Genius, etc.); and post-ready marketing graphics

These items are based on requests by Texas PTA leaders that could be possible with a dues change. Further discussion and decisions by the board of directors will occur contingent on the proposal's passage.



FAQs FOR THE CHANGE IN DUES

When was the last time Texas PTA changed state membership dues?

Texas PTA has not changed state membership dues since 2009, 14 years ago.

How will this change to state membership dues pave the road to a better future?

Texas PTA is and has been fiscally responsible. As a result, we have made tremendous strides toward innovating, adding benefits, and keeping PTA relevant in Texas while not increasing state dues since 2009.

The volunteer Board of Directors believes the proposed amount will be adequate to not only sustain current levels of support, but also to provide for future needs.

Why is this a good time to change the state dues?

We are not in a dire situation, but we are at a crossroads. Texas PTA has managed and minimized expenses, sought additional sources of income, and been fiscally responsible.

However, the cost of everything has gone up in the last 14 years.

What is Texas PTA doing to raise funds in addition to state membership dues?

Thanks to the foresight and wise decisions of our early leaders, Texas PTA owns the building that houses your state office staff, displays the association's historic artifacts, and hosts a multitude of training events.

Two tenants rent part of our State Office building space. Texas PTA also constantly works to continue its history of having strategic partnerships and paid sponsors for events and more.

Our PTA and community have limited resources. How will Texas PTA be supportive of these campuses?

Year over year, we see parents, teachers, administrators, and community members making PTA membership a priority, consistently rejoining when asked; and we believe the additional support and offerings afforded by this dues increase will in themselves make your job easier and facilitate growth in membership.

If, however, your campus struggles with membership now or in the future, Texas PTA, your Field Service Representative (FSR), and/or your council leaders are available to help brainstorm ways to seek possible sponsorship dollars to ensure inclusivity for all families.



For more information and a complete list of FAQs, please scan this code or visit: txpta.org/road-forward