



# MEMBERSHIP

Since we are a membership association, our voice is only as influential as the number of members we can recruit. That means your role is one of the most critical in all of PTA. As the top Membership volunteer, your primary responsibility is to show your CommYOUunity why they should join PTA. Take every chance you get to explain the value membership brings. Enthusiasm is contagious. Spread some today!

## QUICK-START ACTIONS

1. Don't start at ZERO! Email all executive board members, teachers, and last year's members, inviting them to rejoin.
2. Speak to the immediate past membership chair. Ask for a copy of the previous year's roster. What helpful information can they share to get you started?
3. Download this year's membership awards at [txpta.org/local-and-council-pta-awards](http://txpta.org/local-and-council-pta-awards) and set a goal to earn as many awards as possible.
4. Challenge each executive board member to recruit five members or more.
5. Ask the principal to routinely promote the value of PTA to their faculty and commit to earning the Golden Apple Award.
6. Ask the principal to promote JoinPTA.org on the school marquee and other campus advertising opportunities
7. Ask each school board trustee to join at least one or multiple PTAs.
8. New students enroll year-round. Be sure to provide a welcome letter and membership form to recruit their family.
9. Take advantage of all the free resources provided by Texas PTA to make your job easier.
10. Customizable "Everyone Can" Back the Future campaign materials.
11. Free online joining platform at JoinPTA.org- make sure your PTA is listed.
12. Utilize the Digital Rosters, Dues, and Member Cards link to submit your membership electronically.
13. Free membership database at myPTEZ.
14. The Local Roster helps track your PTA's progress and to get the help you need. Bookmark the page!
15. Join the Texas PTA Idea Share Group on Facebook for tons of great ideas.
16. Work with a committee to develop a plan to accomplish your membership goals.

## KEY TRAINING

- FOUNDATIONS Essentials:** An introductory course for new PTA leaders which is required once in their PTA service.
- Basics Boardmanship:** Required online course for all executive board members.
- Basics Membership:** Required online course for membership chairs.

### Key Resources

- Basics Membership and Boardmanship Resource Guides:** Written resource guides provide more in-depth answers to questions you may have about serving as the membership chair.

## IMPORTANT DATES AND DEADLINES

- **After Election/Appointment:** Complete all of the items listed under Getting Started on the reverse side. Download the Membership Resource Guide from the Texas PTA website now and after August 1.
- **August 1:** THE MEMBERSHIP YEAR BEGINS, and so does the hunt for your potential successor. Let's keep that leadership pipeline strong. Be sure to have your plan of work approved by the board. This plan should state your membership goal, campaign details, outline membership incentives, etc.
- **Every Month:** Plan to achieve each monthly award. Continue asking anyone and everyone to join.
- **March 31st:** Be sure to submit all your Special Category Awards.

Questions? For more resources, visit [txpta.org/membership](http://txpta.org/membership); email [vpm@txpta.org](mailto:vpm@txpta.org); or contact your Council PTA, Field Service Representative, or the Texas PTA Office at 1-800-TALK-PTA.

# Quick Start Guide

*The Basics materials provide essential training for many PTA positions. This guide is just the beginning!*

## ABOUT PTA

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

*What this means: We engage, empower, and advocate to achieve our vision—every child's potential is a reality. Our mission statement guides us and should drive any significant decision. The funds we raise are used to support our mission.*

## WHAT IS PTA?

PTA is a 501c3, member-based association that advocates for the best interest of ALL children in many areas. It is self-governing and non-partisan. PTA advocates for or against issues but does not endorse any candidate or political party.

*What this means: You are a member of a nonprofit executive board and therefore have certain legal responsibilities. Executive board members have three fundamental fiduciary duties: the duty of care, duty of loyalty, and duty of obedience. Executive board members act as trustees of the PTA's assets and must exercise due diligence to oversee that the PTA is well-managed and that its financial situation remains sound. The executive board verifies that all filing requirements and tax obligations are completed.*

## OUR PURPOSE

- Welcoming families into the school community
- Communicating effectively
- Supporting student success
- Speaking up for every child
- Sharing power
- Collaborating with communities

## PTA STRUCTURE

Members  
 Local PTA (campus level)  
 Council PTA (district or community)  
 Texas PTA  
 National PTA

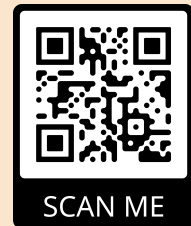
## FINANCE

### The Life Cycle of A Budget

- Elected/appointed executive board members create plans of work which include a budget detailing project-related expenses.
- PTA happens, and expenses occur.
- The executive board approves the plans of work, and the membership votes to adopt the budget plan. Financial reports are presented at each regular executive board and membership meeting. Financial reconciliation happens at the end of the year, and the membership receives the report at the first meeting of the next school year.

## TRAINING

Scan the code or visit [txpta.org/pta-training](https://txpta.org/pta-training) to learn more.



## GETTING STARTED

As a leader in PTA, there are a few things you need to do to start the year.

ONE	TWO	THREE	FOUR
First, join your local PTA! All executive board members must be PTA members.	Next, register with Texas PTA at <a href="https://txpta.org/register-as-a-board-member">txpta.org/register-as-a-board-member</a> .	Your local PTA secretary asks all executive board members to sign a Confidentiality, Ethics, and Conflict of Interest Agreement.	Your local PTA president asks all executive board members to create a plan of work, which begins the annual budget process.