

## POSITION/ROLE: MEMBERSHIP

In addition to enrolling parents, teachers, other staff, students, members of the community, elected officials, and other potential members. each PTA should have a continuing year round effort to involve and recruit new members, including community members who support education and advocacy.

### Suggested Duties:

**If you remember nothing else: THE MEMBERSHIP CHAIRMAN SHOULD BE CERTAIN THAT THE TREASURER SENDS THE FIRST DUES PAYMENT TO THE STATE OFFICE BY OCTOBER 1<sup>ST</sup> TO QUALIFY FOR MEMBERSHIP AWARDS AND REMAIN IN GOOD STANDING. SUBMIT DUES EACH MONTH THEREAFTER.**

If you have a committee, then involve them in your planning and activities, otherwise the following suggestions are put forth for the role of Membership Chair:

- Be knowledgeable about the accomplishments of the PTA at your school.
- Be well informed on PTA objectives and activities and be enthusiastic about promoting them.
- Know and be able to describe where the money goes from PTA dues. Know how they are distributed among the local, state, and National levels of PTA.
- Be able to explain why persons who belong to more than one PTA need to pay dues to each local unit.
- Set goals that are realistic and that are supported by the executive board.
- Develop a campaign and calendar of activities for the entire year.
- Have promotional materials and membership cards available at **ALL** PTA sponsored functions.
- Invite former board members and presidents to renew their membership.
- Be aware of membership achievement awards which are offered at each level of PTA and meet the report deadlines for these awards.
- Submit reports at every board and general meeting and whenever specified by the local unit.
- Remember, good PTA programs and publicity make the job of the membership committee easier.
- Dues after October 1st should be submitted by monthly with the final payment being sent in by June 25<sup>th</sup> along with any left over PTA membership cards.

### RESOURCES:

1. *National PTA Official Back to School Kit*
2. *Illinois PTA Road to Success Course*
3. *Illinois PTA Membership Marketing Guide*
4. National and State PTA membership materials from local unit packets

## POSITION/ROLE: PUBLIC RELATIONS/MARKETING

Telling the PTA story is an important job. For PTA to grow in numbers and influence, you must work to make your community understand PTA and be aware of its involvement. As Public Relations or Marketing Chairman, see to it that your local unit is well-known in the community. Public support can bring the help and recognition you need to further the PTA purposes.

### SUGGESTED RESPONSIBILITIES AND ACTIVITIES:

Write news releases concerning:

- PTA programs and meetings
- Issues and newsworthy events
- Legislation concerning children and education
- Awards
- Student, staff and school activities
- Membership drive

Promote PTA through all available media:

- Internet
- Social Media
- Posters
- Newspapers
- Pamphlets
- PTA newsletters/flyers
- Media interviews

Other possible responsibilities:

- Keep a file of all press releases sent and all those printed.
- Attend all PTA meetings to keep abreast of local events.
- Ask members to inform you of important items that you may want to publicize.
- Send copies of your successes to the state newsletter chairman so they can share the news in the State Newsletter.
- Get to know your local editors and reporters by phoning or emailing them.
- Ask for guidelines from all media to help you write releases and public service announcements that meet their criteria for publication.

### RESOURCES:

National PTA

*Official Back to School Kit for PTAs; Our Children; Our Kids Count: Count on the PTA; Public Relations: A Practical Guide for PTA Leaders*

SAMPLE PRESS RELEASE

**Adams PTA**  
123 Home Street  
Anytown, IL 12345

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For More Information:  
Mary Smith  
Public Relations Chairman  
000-123-4567  
Email address

Release by January 3, 200-

NEW REGULATIONS AND YOUR CHILDREN

Adams Parent Teacher Association (PTA) will have a meeting about school reform on Monday, January 8, 200-, at 8:00 p.m. at Adams School, 123 Home Street, Anytown, Illinois. The guest speaker will be John Jones, Superintendent of Schools, District 23.

Jones will discuss the new regulations and how they affect the education for your children. He will also discuss concerns about the newly elected advisory councils and parent involvement. A question and answer period will be a part of his presentation.

Following the meeting, there will be refreshments and Jones has agreed to be available for more personal concerns.

For further information about this program, or about Adams PTA, is available from Jane Doe, PTA President, 123-234-3456.

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# Illinois PTA Social Media Guidelines



So you think your PTA is ready to jump into the world of social media communications? It can be used as a great tool to get word to members in a very short amount of time. However, setting up these tools requires some commitment by volunteers to make it successful and useful for both the PTA board and PTA members.



Below you will find some suggested ways to start the use of social media in your local unit. These are guidelines to help you navigate the social media world that is now a norm in many households. It will answer some questions you may have about using social media to communicate with your members or “fans”.

First things first:



- Your local PTA leadership should approve the creation of a local unit page on any social media site, such as Facebook, Twitter, You Tube, etc.
- Facebook pages should be created as an association/organization fan page, not as a personal page or a group. Facebook offers options for organizations that should be followed to allow for members to be “fans” rather than “friends”.
- You must use the PTA name in capital letters & in accordance with the guidelines for use under the registered trademark (go to [www.pta.org](http://www.pta.org) to search for how to use the logo correctly).
- Be sure to research the option settings you want to use. Your PTA should agree on how the page should be used – for example, will you allow anyone to post comments, notes and photos, or will you limit how that is done?
- RESPECT PRIVACY:** In postings, never add photos of children without parent permission and NEVER tag children by name, even if you have permission to post the photo
- Determine your page “voice”. Decide who will be responsible for monitoring the page to ensure that the posts support the mission & purposes of PTA. It should not be used as a forum to attack others or post inappropriate material.
- Consider limiting who can post. You should have more than one person with administrative permission so that if one volunteer is unable to monitor or post, another can. However, having too many people with access to post can lead to potential chaos.

So you have your page...now what?

- Illinois PTA suggests having "rules" posted on your page so that people know what will & will not be allowed by your local leadership. For example:
  - Facebook comments cannot be used as ad space (explicit or implied). Do not endorse, promote or solicit on behalf of a business, product or service. The PTA's 501 (c)(3) status prohibits us from endorsing specific businesses or services.
  - Comments must remain civil, cordial and relevant. ○ Comments will remain if they are on topic and contribute to the conversation. They will be deleted if they contain or link to abusive material, profanity, personal attacks, spam, or promote a business or service.
- Illinois PTA suggests also using relevant questions, polls, and sharing general parenting and education content to boost engagement.
  - Ask simple questions and share articles of interest to get people chatting on Facebook
- Be sure to keep the page active. Do not leave it sitting for weeks. Daily input and information makes the page useful and relevant. Set up a team of volunteers to make sure you are interacting daily or at the very least every other day (people who already use Facebook regularly are ideal volunteers for this job!).
- Remember that not all your parents are on Facebook. Look at your school population before you take away other communication tools and replace them with Facebook or Twitter. Do not assume announcements are received and do not make big decisions based on the feedback of your Facebook fans, alone.
- Be sure to spread the word to follow you on Facebook or Twitter! If they do not know you are there, they won't be a fan! Be sure to remind members in all your communications that you are on Facebook or to follow you on Twitter. This a great supplemental tool for all your existing communication outlets. If you have questions regarding social media usage and/or how to utilize your page, please feel free to contact the Illinois PTA Membership Marketing Director for help.

REMINDER: Don't forget to "like" Illinois PTA on Facebook and follow us on Twitter. You can always share links posted on the Illinois PTA page, on your local PTA page, to spread great articles, reminders and education information! .