



Membership Awards

Dear PTA Membership Chairman,

Welcome to the PTA and your local unit PTA Board. Thank you for taking on this leadership role within your local unit. Membership Chairmen organize the association's membership, report and remit dues to IL PTA, plan recruiting drives and implement member retention practices. As Chairman, you have the opportunity to share your enthusiasm and knowledge of the PTA, as you meet and work with parents, school staff, PTA leaders, and community members.

Membership in the PTA is important to our local units (demonstrating the support of your school community) but also on the State and National Level. The larger our membership totals, the greater the voice of our association in their efforts to advocate for all children within our state and on the national level.

In order to be an effective membership chairman, you will need the cooperation of PTA officers, chairmen, staff, and PTA members. Membership is everyone's responsibility. Enlisting the help of other parents and staff to be part of a membership committee can be very helpful- utilizing the talents, contacts, and relationships of others. "Alone we are limited but together we can do more, reach more, and make great things happen!"

You have the responsibility of finding creative ways to recruit parents, students, school administrators, community members and leaders. We encourage you to utilize the information and resources provided by the Illinois and National PTA as you create, promote, manage, and evaluate your membership campaigns. Take advantage of PTA training, workshops, or webinars to give you a strong foundation in your knowledge of the PTA, network with other PTA leaders, and share and gain inspiration from others.

We hope you will give your local unit the opportunity to be recognized on the state level. PTA awards (including Membership Awards) can be earned for many different reasons; Membership Retention, Growth (5%, 10%, or 25% or higher), or Community Membership. These awards are a great way to show parents in your school how active and successful your PTA is! In order to be recognized, local units must submit the simple membership award application (see attached). Remember, though, that in order to qualify for any membership awards, a PTA unit must be in good standing.

Your council, region, district and state PTA leaders are here for you to offer assistance, resources, and support. We are all working with the same mission, *"To make every child's potential a reality by engaging and empowering families and communities to advocate for all children"*.

Thank you for your service and let me know if we can be of assistance.

Julie Holdeman
IL PTA Membership Marketing Director
jholdeman@illinoispta.org



Membership Awards continued

Illinois PTA- Membership Recognition Awards

INSTRUCTIONS

Thank you for your work with membership on behalf of the PTA.

Illinois PTA wants to recognize local units who have worked hard to retain their members, grow their membership, and/or welcome community members and leaders into their local unit membership. We have membership awards in all these categories. We hope you will take some time to read and submit this membership recognition award application as well as ideas and programs that resulted in your success. We can't wait to hear from you!

Use the application included herewith to share your success. We ask local units to share membership totals from the previous and current school year as well as ideas and programs used to promote membership to various membership of your community: families, staff, and community. If you are seeking recognition for Community membership we will ask you to document Community membership numbers and percentage of total membership, as well as a community membership list and community membership promotion, programs, & events that recruited these members to your local unit

Applications must be received electronically or post-marked by March 1, 2017, and will be judged by a group of impartial professionals. All Membership Award Recipients will be notified and recognized at the 2017 Illinois PTA Convention in Naperville, IL on April 8th, 2017. We hope your local unit will consider sending a representative not only for the awards ceremony but also to attend the many informative workshops and sharing sessions available to convention participants.

All applications will be used to develop a membership recruitment & retention idea-sharing page on the Illinois PTA Website. All PTAs who submit an application for this award will be recognized on this page for their ideas!

Don't forget: Submission Deadline is March 1, 2017 (received electronically or postmarked no later than March 1, 2017).

SUBJECT: MEMBERSHIP RECOGNITION AWARDS

Send to: Julie Holdeman, Membership Marketing Director

616 N Rohlwing Road

Palatine, IL 60074

jholdeman@illinoispta.org

**IL PTA Membership Recognition Awards:
Submission Deadline – March 1, 2017**

Local Unit Name: _____

Local Unit City: _____

Region or District: _____

Membership Chair: _____

Email: _____ Phone: _____

Membership totals as of June 30th:

- 2014-2015 Membership Total: _____
- 2015-2016 Membership Total: _____
- 2015-2016 Community Membership Total: _____

Membership totals as of February 1, 2017:

- Total Membership: _____
- Community Members: _____ % of total _____ (submit list of Community Members)



Membership Retention Award- Local units that have retained the same number of Memberships from the 2015-2016 school year. Share ways you promoted membership, recruited past and new members, benefits of membership, member recognition, etc.



Membership Growth Award: Share how you grew your membership this year. How did you promote membership to parents/staff/community, recruit past and new members, did you have creative benefits of membership, member recognition, etc.

Bronze Award: 5% Growth Award over previous year

Silver Award: 10% Growth Award over previous year

Gold Award: 25% + Growth Award over previous year



Community Membership Award: Local units that recruit 10% or more of their overall memberships from the community in addition to parents and staff who also serve in community leadership positions. School Administrators or School Board Members, politicians, local business owners, clergy, or other private citizens are welcome to join the PTA. We are asking each local unit to submit a list of their community members, their application, as well as a recap of any special events or programs the unit held to help welcome and gain community memberships.

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