

Dear PTA Membership Chairman,

Thank you for taking on a leadership role in your PTA. A Membership Chairmen oversees and facilitates a local unit PTA's membership, keeps accurate records of members and payments, reports & remits dues to IL PTA, plans recruiting drives and implements member retention practices.

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. Welcoming, retaining, and growing our membership, gives our association a greater voice in our efforts to advocate for all children within Illinois and at the national level. Membership is a group effort. Enlisting the cooperation of PTA officers, chairmen, staff, and PTA members is a great way to make personal connections and reach out to families, school staff and community members. Enlisting the help of other parents and staff to be part of a membership committee can also be 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!"*

Assessing the needs and interests of your parents, staff and community will help you in implementing effective ways to recruit and retain members. Illinois PTA and National PTA have a variety of resources available to assist in the creation, promotion, management, and evaluation of your membership campaign(s). 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 want to recognize your local unit for your efforts in Membership (as well as other programming areas). We encourage you to submit PTA Award Application(s).

Membership Recognition Award Categories:

- Membership Retention (maintaining the same total number of members as previous year)
- Membership Growth (5%, 10%, or 25% or more growth)
- Community Membership Recruitment (10% of total membership from Community Members)

Local units can submit information to be recognized in one or more categories of membership. In order to be recognized, local units must submit the membership award application and programming ideas to share (see attached). ***In order to qualify for any Illinois PTA Awards, a PTA unit must be in good standing by fulfilling and submitting all required documents and payments to Illinois PTA.*

Your council, region, district and state PTA leaders are here for you to offer assistance, resources, and support. We all have 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

Illinois PTA Membership Recognition Awards

INSTRUCTIONS

Illinois PTA wants to recognize YOU for your efforts to retain and/or grow your membership, and/or welcome community members and leaders into your local unit.

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 school year and current school year thru February 28, 2018
- Ideas and programs used to promote membership to various members of your community: families, staff, and community.
- If you are seeking recognition for Community Membership, please submit the total number of Community members, and percentage of total membership, as well as a community membership list. We ask that you also submit how you promoted community membership with potential members, programs, or events that recruited these members to your local unit

Applications must be received electronically or post-marked by March 1, 2018, and will be judged by a group of impartial professionals.

Membership Award Recipients will be notified and recognized at the 2018 Illinois PTA Convention in Naperville, IL on May 5, 2018. 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 and 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!

Submission Deadline is March 1, 2018 (received electronically or postmarked no later than March 1, 2018).

Send to:

Illinois PTA

Attn: Julie Holdeman

P.O. Box 907

Springfield, IL 62705-0907

E-mail to:

jholdeman@illinoispta.org

SUBJECT: MEMBERSHIP RECOGNITION AWARDS

IL PTA Membership Recognition Awards: Submission Deadline – March 1, 2018

Local Unit Name: _____

Local Unit City: _____

PTA Region or District: _____ Membership Chair: _____

Email: _____ Phone: _____

MEMBERSHIP TOTALS ARE CALCULATED AS FOLLOWS:

- 2016-2017: July 1, 2016- June 30, 2017
- 2017-2018: July 1, 2017- February 28, 2018

Membership Retention Award- Local units that have retained the same number of Memberships from the 2016-2017 school year in comparison to the current school year up to February 28, 2018. 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 offer membership benefits or appreciation events, 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

Full Membership Recognition:

- 2016-2017 Membership Total: _____
- Membership Total from July 2017- February 28, 2018: _____

Community Recognition:

Community Membership Award: Community Members are considered Non-Certified school staff, extended family members, School Administrators or School Board Members, politicians, local business owners, clergy, or other private citizens are welcome to join the PTA.

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. 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.

- 2016-2017 Membership Total: _____
- 2016-2017 Community Membership total: _____ % of total _____
- Membership total from July 2017- February 28, 2018: _____
- Community Members: _____ % of total: _____ (submit list of Community Members)

Mail to: Illinois PTA, Attn: Julie Holdeman, P.O. Box 907, Springfield, IL 62705-0907

E-mail to: jholdeman@illinoispta.org