

# MEMBERSHIP PACKET

2021 - 2022



Massachusetts

**PTA<sup>®</sup>**

*everychild.one voice.<sup>®</sup>*

Welcome back to all returning members and a big WELCOME to all new PTA members serving on your local PTA boards. We hope you all enjoyed the fun-filled summer days, and it is with great enthusiasm that we invite you to get ready for another exciting and successful school year. Yes, PTA still looks different this year, but that does not mean we cannot continue to spread our mission far and wide and be there for those who need it the most- our children!

First, we want to thank you for volunteering your time and energy to benefit all students within your school or district. We need people like you to continue the mission of PTA, which is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. We need to keep in mind, for the PTA to be effective and truly representative of the school, everyone's participation is essential.

Enclosed in this packet you will find:

- **The 2021-2022 dues form.** Per your bylaws, your first dues payment is due November 1, but you are strongly encouraged to send them in on or before October 20th to be eligible for some awards described in this packet. ***We are strongly recommending you set up your free MemberHub account and submit your dues electronically this year. Please reach out, we are here to help!***
- **The 2021-2022 local unit membership awards.** Please note, A PTA unit will not be considered a unit in good standing and therefore not eligible for the Reflections Program and other grants and awards (national or state) if the dues are not on the Massachusetts PTA books by December 31st and bylaws are not current and officers are not updated.
- **Volunteer awards,** a fun way to show your parents/guardians/ families/ community members how thankful you are for their hard work!
- **MemberHub,** our free online tool to help run your PTA. Collect member dues, host virtual fundraisers, online auctions, book fairs, etc.

We would like to thank you in advance for your support and dedication to PTA. If you have any questions, concerns and/or ideas, please do not hesitate to contact us at: [membership@masspta.org](mailto:membership@masspta.org). Also, please 'Like' us on Facebook (@MassachusettsPTA) for updates, reminders, important information, etc!

Sincerely,

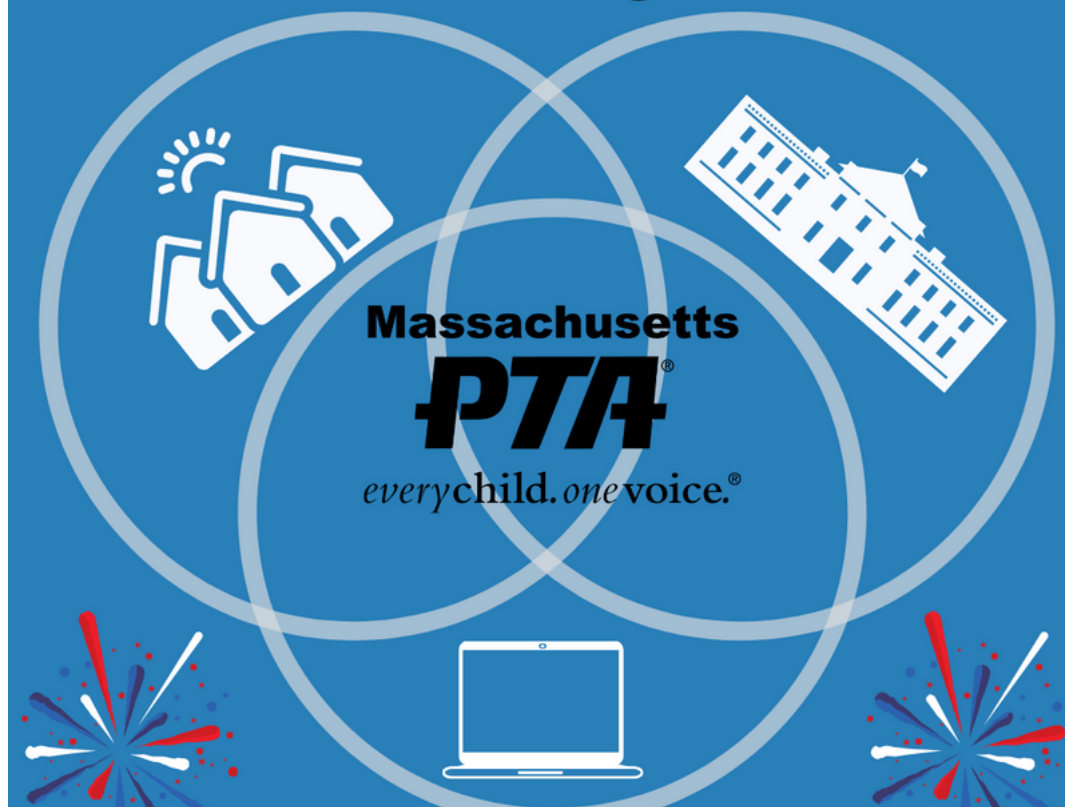
Madison Estes, President

Barbara Bailey, Membership Chair



We are excited to  
announce our 2021-2022  
theme!

## "From Your House to the White House.. Join PTA!"



Every Voice Counts. **Get Connected.** Engage.

**Memberships** are within your  
Reach!

Massachusetts



For office use only  
Date Received: \_\_\_\_\_  
Check # \_\_\_\_\_  
Entered in Database \_\_\_\_\_

everychild.one voice.

**DUES FORM 2021-2022**

PTA/PTSA Name (as stated on your bylaws) \_\_\_\_\_

National PTA ID# \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

100 % OF TEACHERS MEMBERS Yes / No # OF STUDENT MEMBERS \_\_\_\_\_

TOTAL # OF MEMBERS \_\_\_\_\_ \$ \_\_\_\_\_

Friends of PTA \$25.00 \$ \_\_\_\_\_

Total amount submitted \$ \_\_\_\_\_

*\*Massachusetts PTA portion \$2.25 and National PTA portion \$2.25 = \$4.50*

When remitting your dues, please remember:

- Send remittance to the Massachusetts PTA.
- Remit the state and national portion of the dues to Massachusetts PTA by **November 1<sup>st</sup> and monthly thereafter.**
- Each time dues are remitted; you need to include a membership list. The membership list should be sent via email to the Massachusetts PTA at [info@masspta.org](mailto:info@masspta.org). Your membership list must include names and e-mail addresses. (Massachusetts PTA does not sell our membership lists)
- Your membership drive is ongoing. Dues should be sent to the Massachusetts PTA as soon as they are collected. ***Dues should not be kept in your PTA treasury.***

*State reporting to National PTA is required on monthly.  
Please remit your dues as soon as they are received. Thanks!*

PTA Treasurer \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email address \_\_\_\_\_

Massachusetts PTA c/o Barbara Bailey, 84 Reed Street, Lexington, MA 02421

Phone (617)861-7910 e-mail: [info@masspta.org](mailto:info@masspta.org) [www.masspta.org](http://www.masspta.org)



# 2021 -2022 MEMBERSHIP

## IMPORTANT NOTE

IN ORDER TO QUALIFY FOR ANY MEMBERSHIP AWARD YOUR PTA MUST BE A UNIT IN GOOD STANDING AND SUBMIT MEMBERSHIP DUES ON OR BEFORE DECEMBER 31, 2021.

## CERTIFICATES



### BARBARA BAILEY MEMBERSHIP (AWARD) OUTSTANDING MEMBERSHIP CAMPAIGN

Barbara Bailey was president of Massachusetts PTA in the early 1990's. During her term (and beyond!), she was able to help units manage memberships, bylaws, and conflicts. To recognize her continued dedication to units across the state, we are honored to name this award after her. Describe a successful membership drive that your unit completed during the past year. Applications are due by March 7, 2022.

Submit a brief description (No more than 300 words) of this campaign to include how the campaign was marketed, membership increase experienced from the campaign, and how the Principal was engaged. Photos, newsletter articles, letters to parents, and supplemental materials may be included to portray the effectiveness of the campaign to include no more than four single-sided pages total. Please label the top of the attached materials "Outstanding Membership Campaign" along with local unit name. Membership increase will be verified by number of members already submitted to Massachusetts PTA as of awards deadline. ***One local unit in Massachusetts displaying the best membership Campaign will receive a plaque.***

## READY, STEADY GO!



### 1. Early Bird

Units who submit membership dues by Oct 20, 2021, will be entered into a drawing for a \$75.00 gift card.

\*PTAs who submit dues before 11/15/21 will be entered into a drawing for 2 of the \$50.00 gift cards.

### 2. Golden Apple Award 100% Teacher/Principal Membership

To be awarded to units where every full-time teacher in the school and the Principal(s) are members by Dec 31, 2021.

3. **Membership Increase** must have at least a minimum of 25 members.

4. **AWARD CHALLENGE 5 % INCREASE – DECEMBER 31, 2021**  
DEADLINE - UNIT MEMBERSHIP INCREASED 5% OVER PREVIOUS YEARS.

5. **MAKE A DIFFERENCE AWARD 15% INCREASE – DECEMBER 31, 2021**  
DEADLINE - UNIT MEMBERSHIP INCREASED 15% OVER PREVIOUS YEAR.



6. **Units with 50% Increase** - over last year.

7. **Recruit** at least 25 Student Members.

8. **Outstanding Membership Achievement Award** (one (1) unit per region)  
This is for the highest percentage of increase in members from 2020-2021 numbers. Unit must have had at least 50 members the previous year.

### 9. FIRST UNIT TO SUBMIT BY DECEMBER 17, 2021

15 - member increase over last year \$25.00 gift card

25 - membership increase over last year \$50.00 gift card

30 - membership increase over last year \$75.00 gift card

### 10. Membership Campaign Perks

Honor units which can generate the most PTA memberships all year long. PTA members recognized on our website, Facebook page, newsletter, and more!

## PTA CHAMPION

# Massachusetts PTA<sup>®</sup>

*everychild.one voice.<sup>®</sup>*



## Simply and Successfully Sweet- Volunteer Awards

PTA is a volunteer-driven organization. To provide all of the amazing programs and events a local PTA may provide for their community it requires many dedicated volunteers. To encourage and recognize the outstanding work of volunteers, Massachusetts PTA (MA PTA) provides multiple individual recognition awards that local PTA's may choose to award to deserving volunteers. Local PTA's develop their own timeline for recognizing volunteers, nomination form(s), and rubric for determining eligibility.

Nominations need to be submitted to the Massachusetts PTA by March 7, 2022. Winners will be recognized at the Massachusetts PTA Annual Meeting in the spring and will receive a certificate and the corresponding candy for their award.

**Starburst-** You always burst with energy and excitement

**Pay Day-** You always keep us on budget

**Crunch-** You are always help others when they are in a crunch

**KitKat-** You are always helpful and give others a break

**Pop Rocks-** You rock our world!

**3 Musketeers-** You are loyal and a good friend

**Extra-** You are a hard worker and go the extra mile

**Rolo-** You always roll with the punches



# MemberHub

The Massachusetts PTA is excited to announce that we have teamed up with MemberHub! Memberhub is an online tool designed to help you run your PTA. It will be provided to all local units and councils free of charge!

MemberHub is valued at \$1,200 per year for other membership organizations, but because MemberHub & Massachusetts PTA want to further the PTA mission through technology, we've teamed up to provide MemberHub to you free of charge.

## What's MemberHub?


MemberHub is a tool that makes it easier to run the PTA -- engaging families, raising funds, and staying in good standing.

## Here are MemberHub's most popular features:

- **Get your own e-store.** Sell PTA memberships (including custom and bundled memberships) and raise funds -- all in your e-store.
- **Raise more funds and keep them in your school.** You get your own fundraising channel in MemberHub.
- **Engage families.** MemberHub's communication tools, calendars, signups, file-sharing, and directories help you keep families in the loop.
- **Easily stay in good standing.** Your free account automates dues remittance, membership reporting & state PTA compliance.

*For questions, concerns, or help setting up your MemberHub store, contact the Massachusetts PTA: [memberhub@masspta.org](mailto:memberhub@masspta.org).*

**THE FIRST UNIT THAT SUBMITS DUES THROUGH MEMBERHUB WILL  
RECEIVE A BARNES AND NOBELS GIFT CARD.**

The graphic is a vertical rectangle with a white background. At the top right is the 'memberhub' logo in orange and black. Below it, the text 'PTA, made easier.' is in large, bold, orange and black font. Underneath is the tagline 'Better engage families. Raise more funds. Stay in good standing.' in blue. In the center, there are two smartphones displaying the MemberHub app interface. To the left of the phones, text reads: 'MemberHub is a tool that helps PTA leaders do less admin work and more connecting with their children and schools.' At the bottom left, a quote in an orange circle says: 'The efficiency and ease of online membership was a key driver in growing our membership in 2017-18. WAY. LESS. PAPER ... and no manual data entry!' attributed to '— Jodi Bulmer, PTSA membership chair'. At the bottom right is the PTA logo with the tagline 'everychild.onevoice.' and a note: 'Proudly partnered with many state PTAs to serve families and educators.'



## MYTHS VS TRUTHS

# 10 PTA MEMBERSHIP MYTHS AND TRUTHS

**MYTH:** PTA membership is only for moms.

**TRUTH:** PTA is for everyone! Parents, guardians, students, teachers, grandparents, administrators, school board members, aunts, uncles, community members etc.

1

**MYTH:** Joining PTA requires you to volunteer.

**TRUTH:** If you want to volunteer, that's great, but your support as a member is enough.

2

**MYTH:** You must have a child at the school in order to join that PTA.

**TRUTH:** PTA membership is open, without discrimination, to anyone who believes in and supports the mission, purposes and principles of PTA.

3

**MYTH:** You can only join PTA in-person at an event or at the school.

**TRUTH:** Many PTAs now offer an online option to make it quick and easy for people to join.

4

**MYTH:** I do not need to join PTA this year, my child is remote or hybrid learning.

**TRUTH:** You do still need to join because just like schools, PTAs are moving to a virtual space and continuing to connect families, teachers and administrators and supporting critical school needs.

5

**MYTH:** PTA membership never expires.

**TRUTH:** You need to join every year. Even though membership generally runs annually July – June, you can join anytime during the year.

6

**MYTH:** You can only be a member of one PTA.

**TRUTH:** There is no limit to the number of PTAs or PTSAs you can support.

7

**MYTH:** I do not need to join PTA now that my child is in high school.

**TRUTH:** Students who attend a high school with a PTA or PTSA are more likely to graduate. And the more members in the PTA/PTSA, the higher the overall graduation rates.

8

**MYTH:** PTA is only a social club.

**TRUTH:** PTA is a membership-based advocacy association. Local PTAs build community between schools and families. Join to have your voice heard!

9

**MYTH:** I can only join a PTA at the beginning of the school year.

**TRUTH:** You can join a PTA anytime!

10



### BONUS

**MYTH:**

All PTA activities must happen at a school or on campus.

**TRUTH:**

PTAs can host their meetings, events, programs, etc. anywhere! For example: libraries, community centers, recreation centers, outside, virtually, etc.

© 2021 PTA. All rights reserved.

PTA and everychild.onevoice.® are registered service marks of the National Congress of Parents and Teachers.

Massachusetts

**PTA**

everychild.onevoice.®





# *Who Can Be A PTA Member?*

ALL ARE WELCOME TO JOIN

## **BUILDING MEMBERSHIP**

---

PTA membership and dues support your child by funding essential educational and curriculum needs; advocating on behalf of children and educators at the local, state and national levels; and building an inclusive school community for all families.



## **PTA FOR YOUR CHILD**

---

### **Membership Campaign Toolkit**

[www.pta.org](http://www.pta.org)  
or [info@pta.org](mailto:info@pta.org)

Twitter: @NationalPTA

Facebook: /ParentTeacherAssociation

Instagram: @nationalpta

[www.pta.org/home/run-your-pta/membership-campaign#toolkit](http://www.pta.org/home/run-your-pta/membership-campaign#toolkit)

## **ACT FOR YOUR CHILD**

---

I invite you to join PTA for your child because increasing our membership, by even one, makes it possible to provide important educational resources, speak up on important issues and create a stronger school community. There is no wrong or right way to be involved — anything you can give, whether it's time or money, will support your child's potential.

# THERE IS NO WRONG WAY TO PTA

INVEST  
ADVOCATE  
CHAMPION  
SPEAK  
CONNECT  
JOIN

ACT

GUIDE

UNITE  
VOLUNTEER

NURTURE  
PROTECT

Join Today

Massachusetts

**PTA**

*everychild.one voice.*

[www.massachusettspta.org](http://www.massachusettspta.org) or [info@masspta.org](mailto:info@masspta.org)