



Congratulations to Dixie Elementary PTA (15th district) for winning the “Back to School” drawing.

The Importance of Membership Renewal*

**To get more information on Renewal Membership go to www.pta.org/back to school kit/membership*

Membership renewal is important to ensure the vitality of every association. PTA is no exception. Membership recruitment introduces members to member benefits, yet membership renewal helps us to determine how well we meet the needs of our members by providing relevant resources.

Members remain in PTA primarily because they believe their membership helps their children. Educate members about what you do for students, families and schools in your community.

A returning member who sees the value and impact of PTA can be your best asset for recruiting new members. Let members know they are valued and be sure to invite them to rejoin every year.

The National PTA (Back-to-School-Kit) has a Renewal letter/email for you to send out to parents to get them to rejoin your PTA/PTSA.

Here are some useful tips to help you retain PTA members from year-to-year:

- Track your PTA members to know your renewal average. How long do members remain active with your PTA? 1 year? 2 years? 3 or more years?
- Set a membership renewal goal as part of your membership marketing plan.
- Survey your renewal members to determine whether your PTA is meeting the needs of your members and community.
- Remind PTA members throughout the year to stay engaged and invite them to attend upcoming activities. Thank them for their membership.

The future success of your PTA depends on your having a good mix of returning and new members.



The “Early Bird “Drawing for PTAs/PTSAs sending payment for members equal to or greater than the total membership from last year by September 15th.



The Vice President of Membership is having Membership Calls every other month. Each call will have a theme. The first theme will be: **“Membership drive? Mandatory Due Payment, National PTA Resources”** on September 15, 2016 at 8:00pm-9:00pm Est time at 641-715-3580 (dial in number) and the access code is 585-759.

If you need extra membership cards please send in a dues payments to Kentucky PTA and we will send you extra cards. If you need anything please feel free to contact me at Kathy Smiley – kthysmiley@yahoo.com.

Don't Be the Missing Piece – Join your PTA/PTSA.....