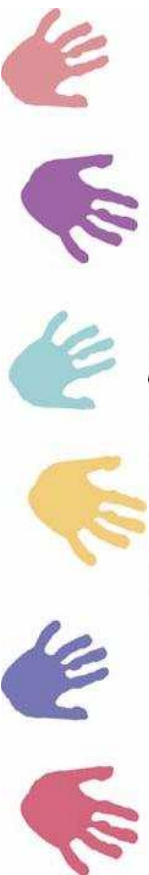


District 37
Illinois
PTA[®]

everychild. one voice.[®]



Membership Campaign

Providing ideas, resources, and information
to accept the National PTA challenge
of a 2% membership increase
for the 07-08 year.

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Connectina Communities for Kids

Who should you ASK to join?



HOME & NEIGHBORHOOD

All adults that reside with the student and anyone within your school boundaries, especially alumni parents and members.



SCHOOL

Teachers, Principal, Crossing Guards, Bus Drivers, Lunch staff, Librarians, Custodians, Aides, School Board Members, Secretaries, and other staff.



EXTENDED FAMILY

Grandparents, Aunts and Uncles, and Caregivers.



BUSINESSES

Any business within your school boundaries or with whom a parent works.



PARK DISTRICT

Those groups that have contact with students: Before/After Care workers, and activity coaches.



PLACE OF WORSHIP



Overcoming Objections to Membership

Most common excuses for not joining are time, cost, and impact. Here are some suggestions for overcoming each.

Time: PTA members are not required to volunteer any time. Their membership is important in increasing the PTA's voice.

Cost: The National and State portion of your PTA membership equals \$3.25 or less than a penny a day. The remaining portion of the dues go directly to the local PTA to fund their programs.

Impact: Research shows that parent involvement causes better school performance, higher grades, more motivation, and better self-esteem.



Dear Membership Chairs:

Our National PTA President, Jan Harb Domene, issued a challenge at this year's National PTA Convention. The challenge is to increase PTA membership by 2 % in the 07-08 year.

Stop and think about that for a minute. That would equal 2 more members for every 100 members that you had last year. For most units, that would be between 6 and 12 more members. Can you think of that many people that you didn't ask to join last year?

In a recent survey (National PTA, 2005), 49% of respondents said the reason people didn't join PTA is because no one asked them. And the way we ask people to join needs to be personal, powerful, and meaningful.

The logo on the cover highlights various parts of our communities that are connected to the students that we serve. They are all potential PTA members. Just ask them!

This booklet contains information to help you begin to meet this challenge. There are sample letters, facts about PTA, and the benefits of membership. There are also some ideas that have worked for others units and ways to overcome the most common objections.

The District 37 Board has chosen to make the success of the membership challenge one of our goals for this year. We are creating an award to be given to any unit meeting this challenge at the 2008 Annual Meeting. We are available to help in anyway that we can. The District 37 Dialogue will also provide additional information throughout the year.

Good Luck!
Michele Sheppard
District 37 Director

The Historical Perspective of PTA *Did you know. . .*

The Illinois PTA was organized in Evanston May 30, 1900 as the 4th Congress of the National PTA (then known as the National Congress of Mothers):

The Illinois PTA established an endowment fund in 1922 with a minimum of \$25,000:

The state's first "for-credit" parent-teacher course was given at Chicago Normal School in 1923:

During the World War II, the state and local units gave extensive civilian service to assist in maintaining school and community standards:

The Illinois PTA initiated a special program of leadership training for parent education chairmen, with a pilot program in 1946 at the University of Chicago:

The Illinois PTA chaired a coalition of child advocacy groups that held Parent Marches on Springfield to urge adequate funding of education in 1996 and 1997:

The Illinois PTA conducted a two-year study of children in the care of the state, which resulted in the adoption of *The Report on the Placement and Care of Children in Substitute Care and the Juvenile Court System*, which has strengthened our support of an independent juvenile justice department:

The Illinois PTA provides scholarships in each of the state's 19 PTA districts to two students entering education or an education-related field who have graduated from a public high school:

The Illinois PTA has a long history of child advocacy which has resulted in the adoption of public policy that identifies vicious dogs and establishes penalties for owners when those animals are involved in attacks; requires school bus safety arms; requires immunization of students; prohibits corporeal punishment of students:

The Illinois PTA represents you when the State Board of Education asks for input on policy development such as bullying prevention, character education, health and wellness programs, parent involvement, school report cards, and testing of students:

The Illinois PTA provides members with resources such as the Local Unit Packet, the *Illinois PTA Bulletin*, study courses including the Information Course, the Advanced Information Course including Parliamentary Procedure, the President's Course, the Council Course as well as seminars like PTA & the Law and the ABCs of PTA Finance, and an Annual Convention where you, the members, determine the direction of the association.



Member Benefits

Numerous benefits are available to dues-paying members.

Online parenting resources, including select articles from *Our Children* magazine.

E-newsletters on parenting and legislative issues.

Leadership training opportunities in-person and online.

Discounted member rate for PTA's annual national convention, magazine subscriptions, and more.

The Member-to-member network connecting you to Congress when help is needed on issues important to children, schools, and families.

Exclusive National PTA member benefits and sponsor offers from the following companies:

Barnesandnoble.com – Members save 5% on all purchases ordered from this site in addition to any normal discounts offered on the site.

Liberty Mutual – Members qualify for a special group discount on auto, home, and renters insurance through Group Saving Plus.

Southwest Airlines Vacations – Members can save 5% on vacation packages to more than 40 destinations.

