

Membership Incentive Challenge

2020-2021

**EACH ONE
REACH ONE**

Working together to Make a Difference!

We understand this year may look very different and PTA's may face new challenges to those in past years. Though we may not have as many opportunities for personal contact with potential members, we still encourage you to try a variety of communication strategies to reach out to parents, staff, and community members periodically throughout the school year to ask for their support through membership to your PTA. Northwest Cook Region leaders are here to support and assist you and your local unit at any time!

Northwest Cook Region appreciates the efforts of our local unit leaders who promote the value of PTA. We will be offering membership challenges and awards for retaining and recruiting members throughout the 2020-2021 school year. Take advantage of the two opportunities to be recognized for PTA Membership:

- Fall Membership Challenge (below)
- Annual Membership Awards (see reverse side)

Local Units meeting the challenge requirements will be entered in a blind drawing to win prizes. (See below)

Local units will also have the opportunity to earn End of Year Annual Membership Recognition Awards (see reverse side for additional details.)

Fall Challenge Drawing

Early Bird Membership Award*

Two Eligible Local Units will be randomly chosen in a blind drawing
To **EACH** win: (1) \$50 Walmart Gift Card



How Is eligibility decided?

- Local Units must Input/Register PTA Members &/or Pay Dues for members representing at least 50% of last year's membership total by **September 25th**.
- ACH Transfer of state dues through MemberHub must be initiated by **September 25th** or payment **received & processed** by Illinois PTA by September 25th.
- Local Units *must be in good standing* for consideration for any awards by being current with PTA requirements:
 - input information into MemberHub:
 - Register Local unit and officers in MemberHub
 - Make First Membership payment to Illinois PTA no later than October 1st.
 - Input Proof of audit in MemberHub
 - Proof of tax filing in MemberHub
 - Proof of bylaw completion in MemberHub

When will winners be chosen? At the Northwest Cook Region Annual Meeting on October 5, 2020

Please forward any Membership questions to Northwest Cook Region Membership Chairman, Julie Holdeman at Julie.holdeman@comcast.net

(OVER)

YEARLONG MEMBERSHIP RECOGNITION AWARDS:

Recognition will be awarded at the Northwest Cook Region Annual Meeting on October 2021

Quantitative Membership Awards:

***Membership Retention Award:**

Local units that retain the same number of PTA Members from the 2019-2020 school year

***Membership Growth Awards:**

Bronze Award:

Local units with a membership increase of up to 10 members from the 2019-2020 school year

Silver Award:

Local units with a membership increase of 11-25 members from the 2019-2020 school year

Gold Award:

Local units with a membership increase of 26 or more members from the 2019-2020 school year.

**Retention and Growth Award Certificates will be calculated based on Membership Total as of June 25, 2021*

Membership Campaign Recognition Awards

+Community Membership Award:

Is your local unit reaching out beyond your parents and staff to potential members of the community?

- Extended family members/Neighbors
- School District Administrators/School Board Members
- Community Leaders/Councilperson/ Business leaders
- Past PTA members/Leaders, Council/Region/IL PTA State Board Leaders

Explain: How you reached out to potential Community Members, Did you offer specific benefit of membership for community members, Invite them to PTA events or offer to send them electronic newsletter to learn more about what you are doing?, etc.

+Membership Diversity & Inclusion Award: Bringing Your Community Together

Working to make your PTA Membership reflect the diversity within your School Community.

- What did you do to reach out to diverse populations within your school community?
- How did you encourage them to join, participate, or get involved?
- Promotion?
- Translations?
- Promotion/Participation at Bilingual programs/events?
- Did you personalize the message of the value of PTA to these groups?
- What was the result of your plan to increase diversity? Does your membership reflect the diversity of your population?

Resources:

National PTA- Diversity & Inclusion Kit : <https://www.pta.org/home/run-your-pta/Diversity-Inclusion-Toolkit>

Every Child In Focus- <https://www.pta.org/home/events/About-Every-Child-in-Focus>

+ The Membership Campaign Awards will require filling out an award application sharing how your local unit reached out to increase membership diversity and/or community member representation within your local unit. Link to form sent later.