



Dear Local PTA Membership Chair,

Are you ready for a great school year? I am honored to be serving as your Everett PTSA Council Membership Chair again this year. I'm looking forward to seeing how many of our PTAs can earn the following:

- **Bronze** membership level if you have 50% of last year's membership enrolled by the end of October 25th
- **Silver** for 5% increase of last year's membership enrolled by October 25th
- **Gold** for 10% increase of last year's membership enrolled by January 25th
- **Platinum** 20% increase of last year's membership enrolled by March 30th
- **100% Membership** You must have 1 paid member for every child enrolled in your PTA's school and apply.
- **100% Teacher Membership** You must have enough staff memberships to equal 100% of your school's full-time educational staff total and apply
- **Region Membership** PTA with highest increase (by percentage) in membership from last year in your region by March 30th

Just like your PTA, the Everett PTSA Council has a membership goal as well. We are striving for a **3%** increase from last year's membership. That is a total of **4850** members. I look forward to working with you to achieve our membership goals. We will be running our Council Membership Drive again across the district. Last year the drive generated **140** memberships.

Member benefits are available to **all** WSPTA members, so be sure to publicize them during your membership campaign. Have your electronic member card available when taking advantage of benefits. To access the discounts on the WSPTA Site, visit the Leadership Resources section with the following **Username:** growing | **Password:** together.

Please do not share codes with non-WSPTA members or on social media.

- **NEW:** Seattle Storm, Washington State Fair
- **Continuing:** Great Wolf Lodge, FEDEX, Barnes & Noble, Key and Xfinity Arenas, and many more...
- National discounts including Hertz, Schwan's, AARP, Boxed, TeenSafe and more

Be sure to review the membership handbook on the Washington State PTA website under "*Leadership Guide*" in the Leadership Resources section (same username and password as listed above in benefits section)

Every member registered (with a correct email address) will receive a welcome email from *Washington State PTA* with the following:

- A brief welcome statement (**remember to update** this with your current president's information)
- Link to their region web page
- Link to helpful resources
- All information from the **membership card** including ID number and link to activate, as well as affinity program information

Remind your members to check their junk mail if they haven't seen their welcome email come within 48 hours.

Remittance form (invoice) for council, state and national dues

Each month every PTA that registered members will be emailed a remittance form with the following information:

- List of members registered that week, showing ID# and name
- Total number of members registered that month
- Fees due for council*, state and national dues
- Remittance information – where to send payment (state office)
- Instruction to print and mail a copy with the payment.
- Please check to make sure your records match what you are invoiced for. Duplicates need to be removed before payment is sent in as there will be no refunds.

*Everett PTAs send payment for **ALL** fees to the state office:

- **\$50 annual council assessment** (this funds the Everett Council's annual operating budget and is paid once a year due with first WSPTA Membership invoice)
- **Total per member: \$8.50 service fees** (WSPTA portion: \$5.75, National PTA portion: \$2.25, Everett Council portion: \$0.50)
- **No** more \$5 annual WSPTA Assessment fee (members voted to eliminate this fee at Convention last May)

You can also choose to sign up to have WSPTA direct-debit your membership by going to <https://goo.gl/P1dfH0> and filling out the form. WSPTA is proud to offer this service to **save you both time and money**. Instead of having to mail in a check each time you receive a membership invoice, WSPTA automatically withdraws the amount that is due on the last day of the month the invoice is sent. You still get invoices and receipts so you can have an audit trail. To set it up, WSPTA requires two signatures on the electronic form to meet the WSPTA Uniform Bylaws two signature requirement.

Each local PTA may add its own membership fee to cover its needs. Typically, local PTA fees range from \$10.00 to \$15.00 for a single membership. Many PTAs offer family memberships, with fees varying from \$1.00 to \$5.00 less than the total amount due for two single memberships.

NEW THIS YEAR: Council is offering a membership form incentive drawing for a \$25 gift card. Your PTA will be entered in the drawing if you send your Fall membership form and/or the link for your online membership form to Lisa at lisagkm@gmail.com so she can post it on our website. We need to receive your PTA's membership form by October 17th to be entered in the drawing. All membership forms will be posted on the Council website once received. **see membership incentive flyer included in Council leadership packet*

I would also love to see and share your membership campaign pictures. This could include a picture of any display that you use to show member names throughout the year. Does your PTA get discounts at local businesses? I would love to share these and encourage member support of these community partners.

Remember membership recruitment happens **ALL** year, not just in the Fall. Plan to have at least 2 different membership drives during the year. Let me know if you need some ideas. You can also contact our WSPTA membership director, Megan Klein, at ptamemmdir@wastatepta.org or Kim Kuhne, our Region 7 membership chair, at rmc7@wastatepta.org

Laura Peterson,

Everett Council Membership Chair

Lkpete@mac.com

425-420-8490

<http://everettptsacouncil.org>



