



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 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
- **Gold** for 10% increase of last year's membership
- **Platinum** 20% increase of last year's membership
- **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.

Just like your PTA, the Everett PTSA Council has a membership goal as well. We are striving for an increase from last year's membership for a total of **5150** 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 **207** memberships.

Member benefits are available to all WSPTA members, so be sure to publicize them during your membership campaign. To access the discounts on the WSPTA website, visit the Leadership Resources section with the following **Username**: Every | **Password**: Child. **Please do not share the codes with non-WSPTA members on social media.**

- **NEW**: Seattle Storm, Washington State Fair
- **Continuing**: Great Wolf Lodge, FEDEX, Barnes & Noble, Key and Angel of the Winds Arenas, Tacoma Dome 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:

- 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)

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.

I would also love to see and share your membership campaign pictures! Post to your PTA's Facebook page and I can share them on the Council page. 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. The WSPTA WILL be hosting a membership contest before Christmas. Let me know if you need some ideas for your own PTA membership drive. You can also contact our WSPTA membership director, Megan Klein, at ptamembdir@wastatepta.org . I am also the Region 7 Membership Specialist. I can be reached most easily at the email given below.

Kim Kuhne.

Everett Council Membership Chair

kimkuhne@hotmail.com

425-485-4546

<http://everettptsacouncil.org>

