



Dear Local PTA Membership Chair,

Are you ready for a great school year? We are honored to be serving as your Everett PTSA Council Membership Chairs this year. We are looking forward to seeing how many of our PTAs can earn the following membership achievements:

- **Bronze** – If your PTA has 1 member higher than previous school year’s membership
- **Silver** – If your PTA has 5% increase from last school year’s membership
- **Gold** – If your PTA has 10% increase from last school year’s membership
- **Platinum** – If your PTA has 20% increase from last school year’s membership
- **100% Membership** – Must have 1 paid member for every child enrolled in your PTA’s school, and apply
- **100% Staff Membership** – Must have enough staff memberships to equal 100% of your school’s full-time education staff total, and apply

Just like your PTA, the Everett PTSA Council has a membership goal as well. We are striving to match last year’s membership for a total of 5200 members. We 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 172 additional 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 *Get Involved* section, and choose member benefits with the following login information: **Username:** Every **Password:** Child **IMPORTANT: Please do not share the codes with non-WSPTA members on social media.**

- **Local & State Discounts:** Great Wolf Lodge, Budget Rent-A-Car, FedEx Office, Wild Waves, Silverwood Theme Park, Angel of the Winds Arena, Tickets at Work, Trophy Central, CanvasDiscount.com, and more
- **National Discounts:** Hertz, AARP, Office Depot/Office MAX, 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): <https://www.wastatepta.org/pta-leaders/leader-resources/leadership-guides/>

- Every member who has registered online will receive an email with their member card as well as a Thank You message that you can customize in Memberplanet.
- For any members entered offline, you will need to select the checkbox in Memberplanet to send the member his/her member card as you assign the member level. Again, you can customize the message sent in Memberplanet.

NOTE: Remind your members to check their junk mail if they haven’t seen their Welcome email.

Remittance form (invoicing) for council, state and and national dues:

Each month, every PTA that assigned membership or had Online Join members will be invoiced.

- These invoices are in Memberplanet under *Group Billing*.
- Please note you will receive two separate invoices each billing cycle. One invoice is payable to WSPTA, for your state and national dues. The second invoice is payable to Everett PTSA Council for your council dues.
- All payments are made thru Memberplanet. You may choose to set up autopay or log in to pay each month. All invoices are due on the 20th of the month.

Fee Breakdown:

- **\$50 annual council assessment** (this funds the Everett Council's annual operating budget and is paid once a year. Typically, this is billed in November.
- **Total per member:** \$8.50 (WSPTA portion \$5.75, National PTA portion \$2.25, Everett Council portion \$0.50)
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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 PTA's offer family memberships, with fees varying from \$1.00 to \$5.0 less than the total amount due for two single memberships.

We would also love to see and share your membership campaign pictures! Post to your PTA's Facebook page and we 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? We 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 two different membership drives during the year. The WSPTA will be hosting a membership contest. The Everett Council will also be including some member incentive fun, if we can reach our goal.

Let us know if you need some ideas for your own PTA membership drive. You can also contact our WSPTA membership director, Kim Kuhne at ptamemmdir@wastatepta.org, as well as Region 7 Membership Specialist, Jodi Hopkins at Jodirene35@hotmail.com.

Best Regards,

Amanda Cabana and Craig Willis
Co-VPs of Membership
Everett PTSA Council 7.3