

## 2006 -2007 MEMBERSHIP CAMPAIGN

### “Membership Is The *Heart* Of Iowa PTA”

There is strength in numbers – that’s as true for PTA as any other organization. A well-organized and executed membership campaign can result in a stronger, more diverse PTA.

The 2006-2007 Membership Campaign stems around the 2007 State convention, “The Heart of Iowa PTA Is Still Beating”.

Studies have shown that students do better when parents are involved. Teachers and administrators know the importance of education, but need to recognize that a strong partnership between themselves and the parents is equally vital to the success of students. Businesses and community leaders are just beginning to realize the impact they can have on a sound educational program. Below are some great reasons why everyone would want to be a PTA member.

Iowa PTA has created artwork to help you implement your membership campaign. There is a sample heart that you can transfer to larger paper and hang in your school to indicate all who support your PTA. There are also small hearts that you can copy onto paper; then put the names of your members on the hearts and place them around the larger heart.

For membership campaign artwork, select the following on the Iowa PTA website:

- [http://www.iowapta.org/files/documents/pdf/Membership\\_Campaign\\_Artwork.pdf](http://www.iowapta.org/files/documents/pdf/Membership_Campaign_Artwork.pdf)

#### **Great Reasons to Be a PTA Member!**

##### **Reasons for Parents to Join PTA:**

- Research shows that when parents are involved in students’ education, those students generally have higher grades and test scores, better attendance, and more consistently completed homework.
- PTAs inform parents about what is going on in schools on a national, state and local level.
- PTA provides parenting training through presentations and resources available on the National PTA website.
- PTA provides opportunities for building skills and developing leaders
- Parents have representation before the legislature and congress to make a difference in the laws that affect all children. Training is offered for all parents to become child advocates.

##### **Reasons for Teachers, Administrators, Staff and School Board Members to Join PTA:**

- PTA has a voice in local, state, and national government on topics such as school funding, facilities, and teaching standards.
- PTA offers funding for supplies, field trips, assemblies, arts, awards, etc.
- PTA provides access to materials designed to help educators involve parents in their children’s education.

##### **Reasons for Community Leaders and Groups to Join PTA:**

- Partnering with PTA provides opportunities for positive advertising and shared information.
- PTA can provide volunteer crossover and strong legislative advocacy for issues affecting children in the community.
- PTA provides opportunities for involvement with other dedicated volunteers who share goals relating to youth.

##### **Reasons for Businesses to Join PTA:**

- Partnering with PTA will help to promote a positive image in the community.
- PTA will increase the opportunity to share with others the knowledge, skill, and experience to secure a solid future for our children in the workforce.
- PTA provides leadership training for members on a regular basis through workshops, presentations, and e-learning courses.

##### **Reasons for Non-English Speaking Individuals and Minorities to Join PTA:**

- Interaction with other families through diversity awareness training and activities provides opportunities to share their culture and to promote positive community experience.
- PTA helps individuals learn to navigate within the school system.
- PTA meetings and activities allow discussion between groups.

##### **Reasons for Middle Level and High School Students to Join PTSA:**

- Students feel included through serving on committees, which can improve self-esteem.
- Students can be instrumental in sharing what is happening in the school and offering ideas on how their education and community experience can be improved.
- PTA provides an interactive forum in which students, parents, school faculty, and the community can come together to share ideas that affect youth.

National PTA was created to meet a profound challenge: to better the lives of children. PTA has flourished because it has never lost sight of its goal to improve the lives of children across our great nation.

PTA membership is open to anyone who believes in the Mission and Purposes of National PTA. Individual members may belong to more than one PTA unit. Every person who joins a PTA unit automatically becomes a member of both the Iowa PTA and National PTA.