

PTA Membership Benefits

Who are the Customers of PTA?

- Parents & Caregivers
- Teachers & Administrators
- Community

Customers: Teachers & Administrators

What do they need?

- Communication
- Support
- Parent Involvement
- Fiscal accountability
- Trained Volunteers
- Advocates

The Value of PTA to Teachers & Administrators

- **Communication:** in school & in community, and among all other PTAs in area and state.
- **Support:** Program enhancement and curriculum enrichment, i.e., *Reflections*
- **Parent Involvement:** Required by No Child Left Behind, *Building Successful Partnerships (BSP)*, *PI certification*, *Three for Me*, *Take Your Family to School*, and more!
- **Fiscal Accountability:** PTA provides resources including *Money Matters* handbook, PTA.org website, state training, e-learning courses.
- **Trained Volunteers:** PTA Volunteers are ready and able to lead others. Training includes; *e-learning*, *Quick Reference Guides*, state and district training, newsletters, state and national conferences.
- **Advocates:** PTA volunteers work in the local community and beyond to support education. Resources include; Grassroots Advocacy Toolkit, state training and legislative platform, national platform and influence, a voice beyond the school system working for school funding and support of public education.

Customer: Parents, Guardians, Caregivers

What do they need?

- Support
- An understanding of the school system
- Child development training
- Resources
- Advocacy skills
- Successful schools

The Value of PTA to Parents, Guardians, Caregivers

- **Support:** A connection to local parents and resources at all levels including training, e-newsletters, and over 100 years of experience in parenting and education.
- **Understand the school system:** Learn how to navigate the system with *This Week in Wash.*, newsletters, PTA.org, VAPTA.org, etc.
- **Child Development:** *PTA Parent e-newsletter*, website, *Our Children magazine*, working with other members.
- **Resources:** individual member benefits, community resource info.
- **Advocacy skills:** An opportunity to influence decision-making at every level.
- **Successful schools:** Programs including 3 for Me, Reflections, BSP and other resources provide school support.

Customer: Community Members

What do they need?

- Safe Schools
- Cost-effective programs
- Fiscal and socially accountability

The value of PTA to Community Members

- **Safe Schools:** Volunteers working with administration to keep schools safe and strong through PTA support
- **Cost Effectiveness:** Programs, resources, enhancements at no cost to the taxpayer
- **Accountability:** Educate the community on how schools operate.

Research shows parent involvement = student and school success

What value comes from membership dues?

Benefits for the local member

- Parent Involvement
- Access to Member Benefits
- Personal Development Opportunities

Benefits for the local units

- Training, Training, Training
- Back to School Kit, brochures, materials
- Programs: Reflections, Take Your Family to School, Awards/Grants, Three for Me, etc.