

National PTA Dues Increase FAQ

Delegates to the 115th National PTA Annual Convention approved a national dues increase of 50 cents per member. Arkansas PTA will work with National PTA to facilitate this change with our local leaders, but be aware that this increase takes effect July 1, 2011.

Why Now?

The last national dues increase was in April 2002. Rising costs for programming and services over the past 10 years have been absorbed entirely by National PTA but this is no longer possible. During this time, National PTA has greatly strengthened its impact on federal policy, established an Urban Family Engagement Initiative in ten cities to help close the achievement gap, engaged in high-impact national partnerships, and performed other important work that produced tangible results for children - just as it did yesterday, does today and will do again tomorrow.

National PTA's strategic plan, based on member needs and feedback, continues to build on these past successes. It addresses concerns for diversifying our membership, training and supporting leaders, developing a research development platform and implementing a focused public policy and advocacy plan. The dues increase is necessary to move ahead with our strategic plan in addition to maintaining the current level of National PTA's service to state and local PTAs.

What's the purpose?

Investing in the future of PTA will ensure that current projects come to completion. Innovative tools on cutting-edge research and best practices that can be used for family engagement work on the state, district and school level are being developed. An advocacy awareness campaign that will reach all levels of the association and can bolster recruitment of new members will begin, as well as a grassroots advocacy training of trainers, scaling up PTAs advocacy model on developing issue based campaigns.

Also new resources to assist parents on transitioning their children from early education to kindergarten supported by our Head Start grant from the U.S. Department of Health and Human Services will round out the new beginnings of PTA's future.

What's in it for my unit?

Local units and state organizations are currently provided solid services from the National PTA, including:

- Five annual editions of Our Children magazine that each unit president receives.
- The PTA Back to School Kit distributed to over 24,000 active local units.
- Information and resources at www.pta.org.
- At least one visit per state from a National Representative, in addition to continual assistance from National Service Representative upon request.
- Tools and printed resources to market PTA programs and benefits.
- Advocates in Washington DC.
- State presidents receive invitations, travel, and full accommodations to training and leadership development at the National Governance Retreat, the June convention and the March legislative conference.
- Local unit leadership training and development through the Emerging Minority Leaders Conference and Training Capacity Building Initiative.

Arkansas PTA hopes that you are taking advantage of all the benefits that membership in the oldest and largest child advocacy association in the nation brings you. This list of discounts and benefits is lengthy. While a partial list is included here, we encourage you to look on our website and pta.org for a more complete list.

Do I need to increase my local unit dues?

Though you do not need to increase your local unit dues, you may choose to do so. To increase your dues, you will need to make a bylaws amendment. Be sure to follow the correct procedures as outlined in your bylaws when making this change. If you need assistance, contact bylaws@arkansaspta.org.

If your dues are such that you must increase them for the upcoming school year, you may raise your dues and collect the new dues amount during your initial membership drive. Then at your first PTA meeting, you need to retroactively approve the increase and pass the motion to do so. Note that if the increase should not be approved, you will need to refund the difference to your members.

Effective July 1, 2011 PTA units in Arkansas will need to submit \$3.25 per member (\$1.00 for Arkansas PTA and \$2.25 for National PTA).

What if I have questions about the increase? Who do I ask?

All Arkansas PTA Board of Managers are able to answer your questions, but the following board members are equipped to help you address your local unit members most effectively if you should need assistance:

Ray Samaniego, President president@arkansaspta.org

Charles Warren, President-Elect presidentelect@arkansaspta.org

Geraldine Nichols, Bylaws Chair bylaws@arkansaspta.org

Frances Brown, Past President pastpresident@arkansaspta.org