



A Future for Every Child
Thirty-Third District PTA

Keep Your Eye on Membership!

Thirty-Third District Membership 2017-18 Membership Contest

Each year, we want to inspire our units and councils to excel in membership recruitment and recognize the one council and one unit which have done the very best. Each month we award the traveling trophy for current bragging rights. At the end of the year, the ultimate winners, the Thirty-Third District PTA Membership MVPs, will be memorialized on the permanent trophy which will be displayed proudly for all to see at our Hall of Fame in the Thirty-Third District PTA office

Our contest does not take the actual numbers of members each unit and council has brought in—our councils are so disparate in size that would not be fair. Instead, our contest is about accumulating points for having done things which promote membership, show participation and effort, as well as achieving membership milestones. There are lots of ways to earn points as well as a few significant ways to lose points. Mostly we want to take the positive route, but there are a few milestones that we feel strongly should be reached, so strongly we'll penalize if a unit doesn't reach them!

Units earn points by:

- Earn 100 points by submitting your membership goal and theme for 2017-18 to your council **and** Thirty-Third District PTA by the October 2017 Council President's Meeting. Your goal should be ambitious, but credible.
- Earn 200 points if your unit meets your stated goal. Bonus points may be added based on the difficulty of achieving your stated goal (ie. a 10% membership increase goal will be awarded more bonus points than having a goal of one member more than the previous year).
- Earn 100 points if your unit submits 30 members (or more) by the September Thirty-Third District Executive Board Meeting.
- Earn 50 points if your unit submits 30 members (or more) by the October Thirty-Third District Executive Board Meeting.
- Units will get 100 bonus points for each consecutive year of membership increase over the prior year's total looking at the past 5 years of data. (This gives the units that have been doing an outstanding job a chance to compete.)
- Earn 200 points if 2017-18 is the highest membership year in the past 5 years.
- Earn 180 points if your unit gets 18 more members than the year before.
- Earn 25 points for each month your unit submits at least one membership.
- Earn 50 points for each membership password you submit.

- Earn 50 points for each *Random Act of Membership Excellence* that your unit submits. For example, did you have a membership table at an event? Take a picture and send it to us. Did you do something really creative to help reach your membership goal? Tell us about it. (Maximum 5 submissions for 250 points).

Possible Bonus Points:

- Earn bonus points for completing National PTA or CAPTA Membership Challenges that may be announced throughout the year such Teachers Matter, Male Membership Madness, Kickoff to Male Membership, Spotlight Awards, etc.

How Units Lose Points:

- Lose 180 points if your unit does not get at least 18 more members than last year.
- Lose 100 points if your unit does not submit 30 members by the December Thirty-Third District Executive Board Meeting.
- Lose points if your unit goes way up in membership one year and way down the next over and over. Exactly how many points are lost will depend on how many years yo-yoing has been going on.
- Lose points if your unit stays at suspiciously low membership numbers month after month.

How councils earn points:

- Earn 100 points if your council submits its membership goal and theme for 2017-18 to Thirty-Third District PTA. We must receive the theme and goal at district by the October 2017 Council Presidents meeting).
- Earn 25 points a month for submitting the password on behalf of the council.

All calculations and tracking will be done by the Thirty-Third District PTA Membership Team. We need you to work as a team and encourage your units and council to make sure all membership dues are remitted on time.

NEW THIS YEAR

Club 100 Award

- For those units that reach a membership total of 100% of their school's enrollment, you will be designated a "Club 100 Award Winner" and will receive a banner to hang at your school site in recognition of your hard work and membership excellence.