

1 What are some of the fixed costs National PTA has absorbed over the last 10 years?

POSTAGE

↑ **29%**

PRINTING

Paper

↑ **30%**

Ink

↑ **60%**

HOTEL

One-night stay

↑ **100%**

GAS

Per mile reimbursement

↑ **57%**

PER DIEM

↑ **14%**



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YOU ASK

“WHY IS A DUES INCREASE NEEDED NOW?”

HERE ARE SOME FACTS . . .

» Think about how much the price of a postage stamp has gone up over the last 10 years. Think about how much the price of gas has gone up in the last 10 weeks. Now think about how much National PTA dues have gone up in the last 10 years. That amount is zero.

2 Without a dues increase, National PTA will be forced to make difficult decisions on the following expenses:

TRAVEL

National PTA invests over 41% of its budget in training and supporting state and local leaders. With the rising costs of travel, covering staff and volunteer travel may no longer be an option.

LEGISLATIVE CONFERENCE

This highly-rated conference enables PTA leaders to sharpen advocacy skills. The increased travel and hotel charges may no longer make this meeting possible.

STAFF SUPPORT

National PTA’s professional staff delivers programs, federal advocacy, and state leadership training and support. The staff investment may be reduced if PTA’s main revenue stream continues to drop.

REFLECTIONS

Each year more than 500,000 students participate in the PTA Reflections Program. Due to rising participation, this signature program could see cuts because of increased postage and labor costs.

PRINTING

National PTA produces five issues a year of *Our Children* magazine as well the PTA Back to School Kit. Rising printing, postage and design costs may impact the production of these tangible member benefits.

WHAT ELSE DOES NATIONAL PTA STAND TO LOSE WITHOUT A DUES INCREASE? **MORE»»**



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How will the membership numbers be affected should the proposed dues increase pass?

Membership Campaign

Revenues from the National PTA dues increase will allow us to serve as the catalyst for membership growth and engagement. National PTA will be able to build the capacity to launch a robust membership campaign reinforcing PTA's relevancy to every family in our nation.

Program Enhancements

New revenue will allow us to make programs more robust and relevant to parents and local units.

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What else does National PTA stand to lose without a dues increase? A further reduction in staff and budget threatens to erase all the advances made in the past two years, including the following:

» NATIONAL PTA'S RELATIONSHIP WITH THE WHITE HOUSE

As a result of National PTA's positive working relationship with the current Administration, First Lady Michelle Obama spoke at National PTA's 2010 Legislative Conference. The White House has also called on National PTA to support its Let's Move! Campaign, anti-bullying campaign and military families initiative.

» ACCESS TO MILLIONS OF DOLLARS IN GRANTS

National PTA was able to secure millions of dollars from the Bill and Melinda Gates Foundation—for work related to a major education reform initiative (Common Core State Standards) that over 40 states have adopted—and from Verizon and Target for work being done on our Urban Family Engagement Initiative, which serves as a catalyst for mobilizing urban parents and caregivers to become more engaged in student success.

» ADVANCES MADE IN FEDERAL POLICY

National PTA constantly works with key members of Congress to ensure the passage of legislation that safeguards America's children. Most recently, National PTA advocated on behalf of the Healthy, Hunger-Free Kids Act of 2010, which will work to remove junk food from our schools. National PTA acts as the thought leader on family engagement in education, playing a pivotal role in the writing of the Family Engagement in Education Act, a legislative proposal that incentivizes school districts to meaningfully engage families to close the achievement gap.

NATIONAL PTA'S BUDGET

78.93% Programs

10.51% Administrative

10.56% Fundraising



INDUSTRY STANDARDS

75% Programs

12.5% Administrative

12.5% Fundraising

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What changes has National PTA made to efficiently manage PTAs' resources during the nation's economic downturn?

On a **pro-bono** basis, engaged reputable firms to review operations and implement association best practices in financial and operational management

Streamlined operations and reduced staff by 30%

Hired a seasoned **Controller** with experience in internal controls and audits

Shifted dollars from overhead costs into programs