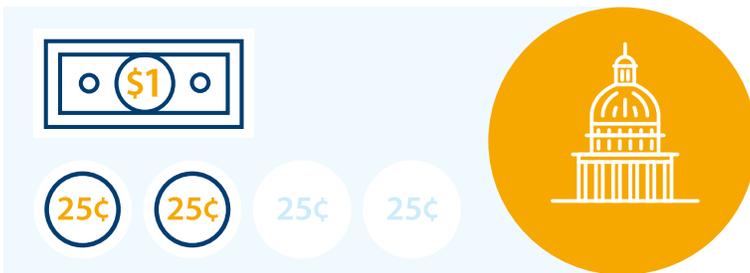




everychild.one voice

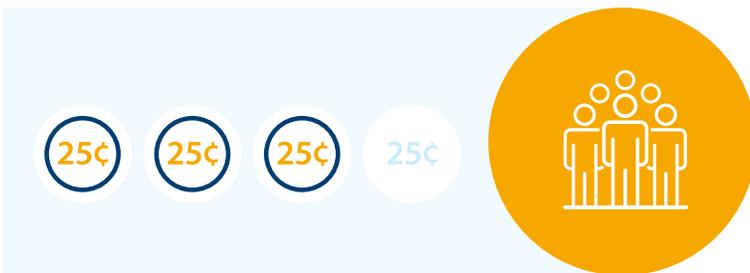
How Will a Dues Increase Help PTAs Succeed?

As a PTA member, you have National PTA to support and assist in your growth in every way. Now over 3 million members strong, our mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. Here's a full breakdown of how the dues increase will be used to contribute to your success.



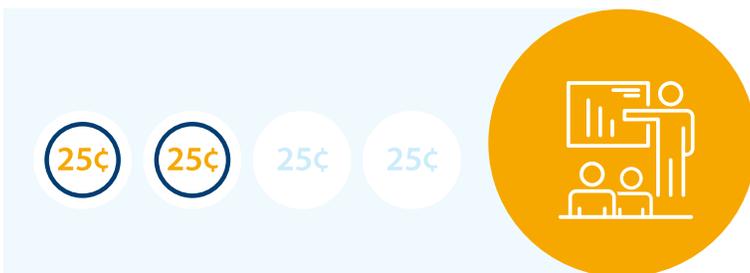
A \$1.50 increase

will allow us to make an investment in a revitalization of the PTA brand, increase training and leadership development for all of our PTA leaders, and expand the powerful impact of our PTA programs. Plus, we will be able to grow the Center for Family Engagement, elevate our influence with policymakers, and produce new membership growth resources and tools to reach the next generation of parents.



A 75¢ increase

will allow us to increase training and leadership development for PTA leaders, grow the Center for Family Engagement, and continue the powerful impact of our PTA programs. Plus, we will be able to produce new membership growth resources and tools to reach the next generation of parents. This increase is entry-level for developing and sustaining new programming.



A 50¢ increase

will allow us to maintain training and leadership development for PTA leaders, and produce new membership growth resources and tools to reach the next generation of parents. Unfortunately, 50 cents will not allow us to expand and increase funding for leadership training and development, and will not allow PTA to move forward on more strategic initiatives. This level of increase may last only three years at best.



A 25¢ increase

will nearly restore our ability to maintain our current level of services, including advocacy, grants, programs and training for our PTA leaders. Unfortunately, this only solves the problem for one year. Inflation has had a negative impact on our ability to complete all of the good work that benefits you. The \$2.25 that was approved in 2011 has slowly eroded in value over time and is only worth \$2.00 today. That means our organization has \$750,000 less to provide outstanding programs and services to you today when compared to 2011.