

Dues Increase Implementation State Step-by-Step Guide

Below are five recommended implementation steps a State PTA can conduct to prepare for a potential National PTA dues increase. This is a guide that can be adjusted to best fit your state PTA.

STEP 1 – EDUCATING DISTRICT, COUNCIL, REGION AND LOCAL PTA LEADERS AROUND THE POTENTIAL NATIONAL PTA DUES CHANGE

- Send out the resources National PTA created at [PTA.org/DuesIncrease](https://pta.org/DuesIncrease).
- If members want to share their thoughts with National PTA, send them to the feedback form at [PTA.org/DuesIncrease](https://pta.org/DuesIncrease).
- National PTA encourages dialog between state and local PTAs.

STEP 2 – PROMOTE THE MEMBERSHIP PRE-SALE CAMPAIGN

- Use the membership pre-sale campaign pieces and social media kit to promote this membership incentive.
- Encourage your local PTA to use the tools designed specifically for local PTAs.
- Remind PTA leaders that the offer is only good for members who join for the 2019-2020 year before Sept. 1, 2019. In addition, the local PTA submits the membership dues information to the state PTA by the date specified by the state PTA so the state PTA can submit the dues to National PTA no later than the fifth business day of September, which is Sept. 9th.
- Consider developing a resource for local PTAs on how to account for pre-paid dues. Refer to the FAQ for ideas.

STEP 3 – REVIEW STATE DOCUMENTATION, RESOURCES, TRAININGS, ETC.

- Look to see where membership dues information is listed that may need to be adjusted. Examples include: state bylaws, state policies, district/council/region PTA bylaws, local PTA bylaw templates, membership guide/tools, dues remittance forms, membership forms/templates, statewide unit dues amount, e-learnings, trainings, workshops, financial guide/manual, online membership collection verbiage, websites, social media sites, etc.

STEP 4 – EDUCATE DISTRICT, COUNCIL, REGION, LOCAL PTA LEADERS ON WHAT CHANGES MUST BE MADE TO LOCAL UNIT BYLAWS AND OTHER DOCUMENTS IF A DUES INCREASE IS APPROVED.

- Ask them to review their documents to prepare to make changes if a dues increase is approved.
- Be specific about what may need to change in their local bylaws. Consider developing a side-by-side comparison document or a document listing the articles that need to be updated.
- Use information gathered in Step 3 to alert district/council/region and local PTAs places to review.
- Let PTA leaders know the state PTA will provide updated membership dues submittal information after the National PTA Convention & Expo, if needed.

NOTE...Parts of Steps 3 and 4 can be done simultaneously.

STEP 5 – AFTER THE NATIONAL PTA CONVENTION – UPDATE PTA LEADERS ON THE OUTCOME OF THE DUES INCREASE

- Inform local leaders of the result of the vote taken at the National PTA Convention & Expo. A sample letter has been created for state PTA to use as a guide.
- If a dues increase was approved, inform units of the date of implementation and the amount.
- If needed, officially update and post online or send out to appropriate PTA leaders all updated documents, resources, etc., as needed.
- If a change is needed with local PTA bylaws, provide a deadline date for the change to happen and be sent to the state. This may be part of the state's standards of affiliation agreement.