

2024 Proposed Dues Increase Frequently Asked Questions

The National PTA Board of Directors voted in March 2024 to propose a \$1.00 dues increase for members of the voting body to approve at the National [2024 Level Up PTA Virtual Convention](#) in June. This document serves to answer some of the most commonly asked questions related to the logistics of the dues adjustment.

Q: Where can I find more information and resources to share with my PTAs and other members?

A: You can find specific information and resources about the proposed dues rate at [PTA.org/DuesIncrease](#). It includes details, such as:

- What the proposed dues rate will do for all PTAs
- How the portion of membership dues sent to National PTA is used to support our mission and leaders
- Other dues increase resources

Q: What is the timeline on conversations around the proposed dues rate?

A: We want to be transparent along this process, so we plan on spending time to give updates and answer questions on monthly state president and state president-elect leadership calls. We will host a virtual meeting in May to answer questions and give further updates. In addition, we will host a webinar on the virtual voting process prior to Convention.

Q: How do our membership dues compare to other associations?

A: PTA dues are some of the very lowest in comparison to other national associations and that will not change even with the proposed dues rate of \$3.25. Costs to continue to provide the level of service our members need and expect have gone up while national dues have not changed in 13 years. And the value of the current \$2.25 in dues that go to National PTA is now worth \$1.64 because of inflation.

Q: What does the \$2.25 in membership dues sent to National PTA pay for?

A: Every dollar of membership dues that is sent to National PTA covers the cost of many fundamental services supporting PTAs across the country, including:

- Providing parent voice to the White House, Administration and Congress
- Coordinating federal policy and legislative advocacy
- Developing programmatic resources to address families' needs
- Training and developing resources for all volunteer leaders
- Securing millions of dollars in grants to local unit, district and state PTAs
- Providing PTA signature opportunities like Reflections and Schools of Excellence
- Facilitating national events like LegCon and Annual Convention
- Promoting and defending the PTA brand

Q: How can members provide feedback on the proposed dues rate?

A: Members can provide feedback by emailing us at ProposedDuesRate@PTA.org.

Q: Who gets to vote on the proposed National PTA dues rate at the 2024 Virtual Convention?

A: The National PTA Bylaws, Article XII, define the voting body at convention. Some individuals become delegates by virtue of their position within the National PTA governance structure; others are named by state constituent associations. State PTAs may name “five (5) delegates plus one per thousand (1,000) or major fraction thereof” based on the state constituent association’s membership as of March 31, 2024. You must [register for convention](#) (including full payment) by 11:59 p.m. PDT, June 4 to be considered for voting status. If you have questions about becoming a voting delegate, you need to contact your state PTA. In addition to state PTA named delegates, members of the National PTA Board of Directors, members of standing and convention-related committees, state PTA presidents and past presidents of National PTA are also given delegate status in accordance with National PTA Bylaws.

Q: My state PTA lists the National PTA dues amount in our bylaws. What should I do?

A: National PTA suggests state PTAs remove specific National PTA dues amounts from state and local bylaws. State PTAs may also consider adding language to state and local bylaws that makes automatic any changes approved by the National PTA convention voting body that apply to state or local PTAs. Many state congresses have bylaws structured in this way.

Q: Can the membership propose a different dues rate prior to the vote at the 2024 Annual Convention?

A: Yes. Unlike years past, we will have a live virtual debate at the 2024 Convention. Only the members who make up the voting body at the annual meeting shall have the right to introduce motions, participate in debate or vote at such annual meeting. There shall be no proxy voting. Members of the voting body will have the opportunity to openly debate the Board of Directors' proposed \$1.00 increase, and they may also propose another amount. A two-thirds vote is needed in order for the proposed dues rate to succeed.

Q: What was the date of the last approved dues adjustment along with amount?

A: It was 13 years ago, in 2011. During the annual convention in Orlando, Fla., the members approved a \$0.50 adjustment, which brought us to the current \$2.25 of dues that go to National PTA.

Q: What happened when the National Board of Directors proposed a dues adjustment in 2019? And in 2023?

A: The proposal for an up to \$1.50 dues adjustment was brought to the members for a vote at our 2019 convention in Columbus, Ohio and did not pass. The \$1.75 proposed dues increase in 2023 failed as well.

Q: How will the proposed dues rate help all PTAs?

A: National PTA will be able to continue and increase the needed and expected level of service to our leaders and school communities and will also cover:

- Recouping revenue lost due to inflation from 2011-2024
- Training and support for PTA leaders as you run your PTA
- Securing millions of dollars in grants to local unit, district and state PTAs

Q: If the proposed dues rate passes, when will it be implemented?

A: The Board of Directors voted on an implementation date of July 1, 2025.

Q: What is National PTA going to do with the headquarters building in Alexandria, Va.? Is there a plan to rent out more space or sell the building?

A: National PTA has engaged a consulting firm to assist us in determining whether maintaining our Alexandria headquarters is the best financial and mission-driven solution for us in the expansion.

Q: Can you provide more information on the compensation philosophy for National PTA staff?

A: Personnel and related expense budgets are approved annually by the Board of Directors and reflect the following strategies:

- National PTA routinely benchmarks its salary and benefits against the Washington, DC area marketplace.
- The comparison is done by a leading professional compensation firm, [Quatt Associates](#). In their research, Quatt looks at comparable organizations working in the similar mission space.
- Ninety-nine percent of our employees earn below the suggested mid-point for their respective salary range. For individuals with a significant amount of experience and a history of outstanding performance, it is common to target pay above the market median and toward the 75th percentile. Paying below the market makes our staff targets for recruiting by other organizations and makes recruiting new staff challenging.
- National PTA has been successful in retaining high-quality staff leaders at the director and deputy executive director level who all carry significant responsibility requiring programmatic, operational and financial expertise. Many of our staff have local experience as local PTA leaders and members, which greatly informs their work.
- The average pay increase for the last two years has been below the level of increase in the Employment Cost Index (ECI).
- In an organization where volunteer turnover can lead to loss of institutional memory, staff retention and longevity matters. Our DED/Director team members' average tenure is currently 7.5 years.

Q: How does the Board determine the compensation of the National PTA Executive Director?

A: The Board of Directors holds responsibility for setting the compensation for the executive director. This process is led by the volunteer-led Executive Director Review Committee to ensure that the association is receiving high-quality services from its executive and that we retain that valuable asset for the association. Executive director turnover is highly costly for associations in terms of continuity of operations, reputation of stability for the organization, the loss of relationship investment with administration officials, partners and funders and expensive recruitment expense in the case of a turnover.

The Board of Directors partners routinely with the leading professional compensation firm, [Quatt Associates](#). Quatt's extensive review this year reported:

- The current ED's compensation is 17% below market median, or the 50% percentile. That means that seven out of 10 executives with comparable experience in comparable organizations earn more than our executive.
- Traditional market theory is to target executive pay around the market median. For individuals with a significant amount of experience at that level coupled with a history of outstanding performance, it is common to target pay above the market median and toward the 75th percentile. Our executive director has 30 years of executive nonprofit experience and eight years with National PTA.
- Of the 10 education association partners belonging to Learning First Alliance, seven associations pay their executive more (some significantly more) than National PTA does. The remaining three who pay less have budgets one-third the size of PTA's.