

The NEW 2012-2013 PTA Membership Card New Look – New Process: Frequently Asked Questions

As with any new process or initiative, in order to be successful, National PTA needs the help of every PTA leader to support and promote the 2012-2013 new membership card. It is our goal to get the membership card in the hands of every dues-paying member, to encourage members to activate their cards, and to develop messaging to communicate PTA's value and relevancy throughout the nation.

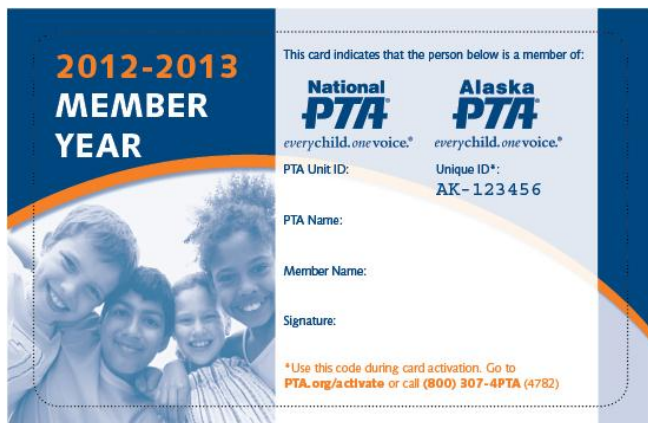
National PTA along with LifeTouch, has invested in this new, higher quality membership card. Our research indicates that PTA's relevancy and messaging is not being clearly communicated at every level in the PTA network. We want to share data collected from the card activation process with PTA leaders and develop tools, training, reports and communication techniques that will effectively deliver PTA's mission and message. This new and improved card is a first step of many that will spark new interest, new members and new energy into Today's PTA. In the months ahead, National PTA will develop marketing materials and membership messaging to help spawn membership growth, including ideas on best practices of membership card distribution and activation.

WHAT DOES MEMBERSHIP CARD ACTIVATION DO FOR PTA AND THE MEMBER?

- 1) It provides members with a coupon for school supplies from Office Max and for a Hertz car rental. These coupons have a value that in many cases pays for the cost of joining PTA and then some.
- 2) It gives PTA members a reason to go to the PTA website to activate their card, where they can also see all of our programs, benefits resources and tools to help their child succeed in school.
- 3) It provides all levels of PTA with contact information for individual members. This information is vital for communicating our messages across the nation, uniting and mobilizing members around education issues.
- 4) It provides members the awareness that they are part of a local, state and national network that stretches far beyond their local PTA.
- 5) The upgraded physical stock with the additional color and graphics, indicates that a card-carrying PTA member chooses to belong to an association invested in quality. It gives the member a reason to keep the card with them and includes copy reminding them about the mission and purpose of PTA and how to contact us.

FRONT OF CARD

The image below shows the front of the new membership card, with the card on the left surrounded by a 'carrier.' The member card itself is perforated so the member can separate it from the carrier and keep with other IDs. The right of the card contains information about how to activate the card and the details of the \$10 Office Max Coupon. The card shows a photo of children, as well as the National PTA and State PTA logos and several data fields that can be personalized per member.



ATTENTION PTA MEMBER

Your membership card must be activated in order for you to be registered as a member and access membership resources and benefits.

Go to **PTA.org/activate** or call **(800) 307-4PTA (4782)**

ACTIVATE YOUR CARD TODAY!

Activate your card and receive a **SPECIAL OFFER** from **OfficeMax**

\$10 OFF

Activate today and save now with **OfficeMax**. Get a coupon for **\$10 off your next in store purchase of \$50 or more** when you activate your PTA card online. Print the coupon and save on school supplies, office essentials, and technology. Restrictions apply. See coupon for complete details.

BACK OF CARD

On the back of the card, the right side includes information about how to contact National PTA and how to activate the card. The left side of the card contains information about PTA membership benefits which could serve as good talking points for recruiting new members.

Your PTA membership demonstrates the importance you place on educating your child. You have joined more than 5 million people who share your interest in issues affecting children. **Everyone**—parents, educators, students, mentors and other citizens who actively support our mission in their schools and communities—is invited to join our not-for-profit association, the largest child advocacy association in the world. The following member only opportunities are available for you:

- Networking • Family, teacher, and community engagement •
- Legislative advocacy • Parent learning and leadership • Member benefits and discounts • Programs for arts, health and safety

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Place your PTA membership card in your purse or wallet now.

This card indicates that you are a member of your local PTA, your state PTA and the National PTA. PTA provides parents and families with a powerful voice to speak on behalf of every child while providing the best tools for parents to help their children be successful students.

To activate your card, go to PTA.org/activate or call (800) 307-4PTA (4782)

National PTA Headquarters:
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(800) 307-4PTA (4782)
PTA.org



CARD SHEET

Member cards will be distributed in sheets, with four cards on one sheet, with perforations that separate each card and carrier.

FRONT OF CARD – WRITING

The new cards have a clear, light coating to improve durability. The information on the blank fields can be hand-written on the card, using a ball point pen or pencil. The blank fields include PTA Unit ID, PTA Name, Member Name, and Signature. About half of local PTAs distribute cards and assign leaders to hand-write the personal information, or allow the members to hand-write the information themselves.

FRONT OF CARD – PRINTING – NEW TEMPLATES FOR DATA MERGING

About half of local PTAs prefer to pre-print the member’s custom information on the card directly, using a template that merges data onto the card. There is a template that accommodates the new format of the card, that lines up the information, so local PTAs can mail merge member data (from a data MS Excel file) onto the template (an MS Word file). The card stock can be fed through most typical ink-jet printers. This template can be found on pta.org in the Running a PTA section. Just Between Friends (JBF) also has a template available to merge member data onto the new card.

Please note: Because the new cards have a light coating to improve durability, once a sheet of cards is heated and imprinted through the printer, it needs about two minutes for the ink to cool and set. After that time, the card can be handled and distributed.

HOW DO I ACTIVATE THE CARD?

To activate the card, a member will need an internet connection to go to the online activation link page. This online link is pta.org/activate. Once on the site, the on-screen instructions outline the process, which fields they are required to complete and which fields are optional. Once completed, the member will be sent an email with a link to a printable PDF coupon that they can redeem at any OfficeMax retail store.



MEMBER CARD ACTIVATION – CONFIRMATION EMAIL

Once a member activates their card, they will receive a subsequent email message in the email account they provide on the card activation page. This email message will contain a link to the Office Max Coupon, and a link to the Hertz coupon, the current login and password to the members only areas on pta.org, how to contact PTA's Customer Service center, and a statement with a link to PTA's Privacy Policy. It will also have a message to remind them about their membership benefits, encouraging them to visit pta.org for resources, training and programs to enhance their PTA experience.

CAN I ACTIVATE MULTIPLE MEMBER CARDS?

If you are a member of multiple PTAs, you should receive a card for each of your memberships. If you receive multiple cards, you can choose to activate each card separately. You can only activate a card once, because each card has a unique ID that can only be entered once. If you go through the activation process for all of your individual cards, you will receive multiple email confirmations, with a link to the coupons. You can also choose to enter different email addresses when you activate your card, so your email confirmation message is sent to the accounts you prefer.

OFFICE MAX AND HERTZ COUPON REDEMPTION

The Office Max coupon and the Hertz coupon are a one-page printable PDF forms that will be delivered via links to the member's email account they provided during the card activation process. The Office Max coupon can be redeemed for a one-time, in-store purchase only. It is not available to use online. There are over 900 OfficeMax retail locations around the country.

WHAT IF THERE IS NOT AN OFFICE MAX STORE IN MY AREA?

This is the first time National PTA has partnered with a national retail chain and mass-distributed a large-scale offer. We know there are not OfficeMax locations in every neighborhood in the country. Even though not everyone will be able to use the coupons, it will be a valuable incentive for the majority of PTA members. National PTA will continue to seek out other national retail chains to offer PTA members more cost-saving benefits and discounts in the future. The first step is getting as many members to activate their cards, use the coupons, and collect data to show other retailers that our members value such offers.

WHAT IF I DO NOT HAVE INTERNET ACCESS OR AN EMAIL ACCOUNT? HOW CAN I ACTIVATE MY CARD AND GET THE COUPONS?

If a member receives a card, and wants to activate the card to receive the coupons, they can contact National PTA's customer service center via telephone. They will need to have a copy of their card with them when they make the call. The customer service center will register the card number and collect contact information over the phone, and mail, or fax the physical coupon to the member. The NPTA Customer Service Center is available 8:30am to 8:00pm Monday – Friday, Eastern Standard Time: 800-307-4PTA (4782).

WHAT IF I DO NOT ACTIVATE THEIR MEMBER CARD? AM I STILL A MEMBER?

Yes. Membership card activation is not a required step to be considered an active member. Once a member pays dues, they should be given their membership card and the local unit should communicate that they are a member of PTA during the 2012-2013 membership year. If a member activates their card, it gives us a way for us to collect membership contact information; it gives the member coupons with discounts on school supplies and a rental car as a benefit, and gives the member exposure to our online resources that will enhance the value of their membership. As an added benefit to all levels of PTA, this membership data can be used to communicate to the member throughout the year, using messaging that reinforces the value of membership.

WHAT IS THE BEST WAY TO DISTRIBUTE CARDS TO LOCAL PTA MEMBERS?

The recommended best practice is that a local unit leader collects a dues payment, and then distributes the card to the member in exchange. Membership lists are maintained by the local PTAs, and new cards are distributed to individual members each year as they pay dues. PTA membership is typically a 1-year cycle, where members have to pay dues each

year to remain active. Because of the variety of school year dates throughout the country, local PTAs also maintain the join and expire date of each individual.

In the 2013-2014 membership year, National PTA will distribute a new membership card, with new incentives, to entice current members to remain active and attract new members to join.

CARD SHIPPING – FROM NATIONAL PTA TO STATE PTAs

Lifetouch is the company that is printing the membership cards and will bulk ship the cards to state PTAs in mid to late June. The number of cards shipped to each state varies on the number of members the state reports to National PTA, as of March 31. National PTA accounts for and ships an overage of cards in addition to the March 31 numbers, assuming for new membership growth throughout the year, accounting for errors in card printing or shipments lost in the mail.

Once a State PTA receives their bulk shipment, they divide the cards into smaller shipments to be distributed to regions, districts or local units. Each state has a unique membership card distribution method. Some deliver the cards to local units by hand at summer leadership meetings. Most states mail packets of cards to local units based on the number of members local PTAs reported in the last membership year.

Because of the cost to print the higher quality of the new member card, and the special coupon offer it conveys, National PTA has requested that states be ***extremely accurate*** in their card distribution to local PTAs. We want to ensure that cards get into the hands of dues-paying members. National PTA also asks that only 'active' dues-paying local units be shipped member cards in quantities that closely reflect the size of the local unit. The membership card supply is limited and will only be supplemented in secondary printings should PTA membership reporting increase from states to National.

CARD SHIPPING – FROM STATE PTAs TO REGIONS/DISTRICTS & LOCAL PTAs

PTA states distribute cards through their local channels in their own way and there is not one set date across the country when a local PTA can expect to receive their supply of membership cards. The best practice employed by most states is to deliver the membership cards in the hands of the local PTAs before September 1, when most PTAs start membership recruitment and dues collection. If a local PTA has questions about when they will get their supply of membership cards, they can contact representatives of the state PTA for more information.

PTA STATES ORDERING MORE CARDS FROM NATIONAL PTA

Lifetouch is the printer that will bulk ship the cards to State PTAs. After the State PTAs have distributed the cards through their local channels, and they have requests for additional cards, they need to contact membership@pta.org. More information about card quantities shipped to states can be found in the above section: **CARD SHIPPING – FROM NATIONAL PTA TO STATE PTAs**.

LOCAL/REGIONAL DISTRICT PTAs ORDERING MORE CARDS FROM STATE PTAs

If a local PTA has distributed their initial card supply to their dues-paying members, and they have the need to distribute more cards throughout the year – either due to membership growth or errors in pre-printing cards, the local leader must contact the State PTA with their request for more cards.

ACTIVATED MEMBER CARD DATA – WHAT DATA IS REQUIRED

During the card activation process, the following information is required from the member:

1. Unique ID – this letter/number field is pre-printed on every member card, and is required for card activation. There are no duplicate Unique IDs. If a member tries to enter a Unique ID that has already been captured, the card activation process cannot be complete.
2. City (where PTA is located)
3. State (where PTA is located)
4. Local PTA unit (a list of active local units will display for members to select, based upon the city and state they provided in #1 and #2)

5. Email address
6. Name

ACTIVATED MEMBER CARD DATA – WHAT DATA IS OPTIONAL

Once the required information is submitted, the member has the option to enter their mailing address, phone, fax, and some demographic data should they choose. They can choose to skip some, all or enter none of this information, and continue to activate their card.

WHAT IF MY LOCAL UNIT IS NOT ON THE LIST OF AVAILABLE UNITS TO SELECT?

The list of available Local PTA units on the member card activation page is generated from data submitted by PTA States through an online system called OMDR. Provided the PTA States accurately maintains their list of active units on a regular basis, adding new units and deactivating units throughout the year, this list will update automatically. If any member has a question or is not able to complete the card activation process, they can contact PTA Customer Service at info@pta.org or call during the hours 8:30am to 8:00pm Monday – Friday, Eastern Standard Time: 800-307-4PTA (4782).

WHERE IS ACTIVATED MEMBER DATA STORED AND WHO HAS ACCESS TO IT?

The data collected in the online activation form will be stored in a secure, centralized database that is maintained by National PTA. Once the card activation data is collected, National PTA will be able to run reports that indicate the number of cards activated, who activated their card, what state and local units have members who activated, and export the data in a variety of formats. National PTA will share this information with PTA States upon request.

National PTA has a robust Privacy Policy that indicates PTA does not sell or rent member information to telemarketers, mailing list brokers, or other companies. This information will be communicated during the individual member card activation process. For more information about National PTA's Privacy Policy click here: http://pta.org/pta_privacy_policy.asp

SPANISH TRANSLATION – MEMBER CARDS IN SPANISH

National PTA has also created a Spanish version of the membership card. The initial bulk shipment in June to PTA States will not include a supply of the Spanish card. However, a second bulk shipment of Spanish cards will be distributed to PTA states upon request in early July.

WILL THERE BE A DUES INCREASE?

There is no dues increase currently proposed by the National PTA Board of Directors for the 2012-2013 membership year. However, State and local PTA associations determine their dues structure and amounts independently from National PTA. If you have questions about whether or not a State PTA or local PTA will increase state dues, please contact the state and local leaders directly.

ACTIVATED CARDS AND STATE MEMBERSHIP REPORTING

National PTA will continue to collect and assess a State PTA's membership numbers in the same process every month. PTA States are required to report and submit dues for every member reported within their state. The membership card activation numbers will not determine the PTA State's dues amount recorded or owed.

If you have any questions about the new membership card and activation process, please contact membership@pta.org.