

## A Message from Your Vice President of Membership

Aloha!

This past week I had the wonderful opportunity to travel to New Orleans for the National PTA convention with my fellow Hawaii State Board Members. It is so wonderful to see the passion and dedication that spreads across the country as we all get together to share our PTA's Mission:

"PTA'S mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children."

What does that really mean when we break it down? We want to ensure that our voices are heard. The bigger our membership across Hawaii, the stronger our voice is heard. As your Vice President, I would love to know what we can do as an association to help YOU, and your school, improve membership numbers by using the important questions. What matters to you, your school, and the community? How can you increase membership in your local units?

This year, National PTA has developed a very cool "DIY PTSA tool kit." if you go to [PTAKit.org](http://PTAKit.org), you can easily follow the four steps to help figure out the best way to meet your individual local units needs by following the P.L.A.N:

Step 1: Picture. What are ways to reach and attract possible PTSA members?

Step 2: Listen to what matters most to them and align your efforts.

Step 3: Ask possible members to join PTSA by sharing it's focus on what matters most to YOU.

Step 4: Nurture those relationships year round by communicating the impact your PTSA is making for the students, school and community.

This toolkit takes you through the steps to help reach out to past members and new members to share what PTSA is about. As an association, we are only as strong as our membership and we are asking for your help in maintaining the strong advocacy and voice we have for our children. What are your local units membership goals this year? It is so important for us as leaders in our communities and members to know that you can only give as much as you can. We are so busy these days and the best way to reach out to our members is to include them in what matters most to us, while trying to recruit new members to strengthen our association. These last few years we have seen a decline nationwide for overall membership. I am hoping this year we can use all the tools provided to reach out to our parents and community and hopefully have a great year advocating for our children!

What are your plans for your membership drives this year? It is a good idea to look to other units to see what they are doing to increase membership, and find something that works best for your school. We want to hear your ideas! **For every idea that you send us on how your school increases membership, we will put your name in a monthly drawing for 10% off state convention fees! So send me an email at [missyhoesel2@gmail.com](mailto:missyhoesel2@gmail.com) and I will be sharing these ideas throughout the year on our website.. ALSO: All PTSA's submitting ideas between July and March will be entered into a separate drawing for ONE FREE CONVENTION registration!** To get you even more excited about your local unit membership drives, the Hawaii State PTSA has decided to have another membership drive for our local units. We are challenging each local PTA/PTSA unit to increase membership by 10% and we have created a reward system for those units that achieve this and other membership goals. Here are the membership goals/rewards that your local unit can strive for:

- **10% Membership Increase** – Receive a 10% discount off Hawaii State PTSA Convention registration for up to 5 convention attendees from your local unit. Your local unit will also be recognized with a certificate of achievement at convention. (Unlimited number of winners)

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- **Highest Membership Increase** – Receive one (1) complimentary Hawaii State PTSA Convention registration for your local unit. Your local unit will also be recognized with a certificate of achievement at convention. (One winning local unit only)
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- **100% Staff Membership** (Each staff member is a member of your local unit's PTA/PTSA)– Receive one (1) complimentary Hawaii State PTSA Convention registration for your local unit. Your local unit will also be recognized with a certificate of achievement at convention. (Unlimited number of winners)
- **100% Membership** (1 member per the number of students at your local school) – Receive one (1) complimentary Hawaii State PTSA Convention registration for your local unit. Your local unit will also be recognized with a certificate of achievement at convention. (Unlimited number of winners)

Please check out the toolkit at [PTAKit.org](http://PTAKit.org) and design your own P.L.A.N. that works for your unit! Please reach out to me with any questions. I am so excited to see where we go this year! Let's make the 2018-2019 the BEST school year yet!

Mahalo,  
Missy Hoesel  
Hawaii State PTSA Vice President of Membership