Aloha and hope you are enjoying your summer adventures with your families and relaxing before the new school year sneaks up on us! While we have a moment from our sunshine weather, I want to share our National PTA’s mission, so we can move forward focusing this message:

**Every Child. One Voice.**

*National 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 the message mean? When membership keeps increasing across the State of Hawaii, our message and voices are heard.

In April, we were fortunate to have Denise Sultz, National PTA Secretary/Treasurer 2017-2019 conduct a terrific membership workshop. The message is MEMBERSHIP starts NOW so that membership doesn’t start and end at the beginning of the school year. The local units need to communicate to new families about advocating for not only their children, but for ALL children.

This past school year, membership declined amongst several States impacting the National PTA overall membership counts. The National PTA has created an amazing DIY Kit for Membership Growth which provide helpful resources and ideas to achieve this year’s membership challenge. Please sign up now for this kit at [www.ptakit.org](http://www.ptakit.org). This tool kit helps you with steps to connect with past and new members with sharing about PTA. As an association, we are only as strong as our membership.

As Vice President of Membership, I would love to know what we can do as an association to support YOU and your school to increase membership by asking these important questions.

1. What matters to you, your schools and your communities?
2. How can you increase membership within your schools (local units)?
3. What are your local unit’s membership goals for the year? It is important as PTA/PTSA leaders to state clear goals so its members and potential members understand what the association supports within each level of the association.
4. 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 what works best for your school.

The Hawaii State PTSA wants 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! Please send me an email at missyhoesel2@gmail.com and I will be sharing these ideas throughout the year on our website and Facebook page. Also, local unit’s submitting ideas between July and December will be entered into a separate drawing for one (1) free Hawaii State Convention registration!
To get you even more excited about your local unit membership drive, the Hawaii State PTSA has decided to have another membership drive contest 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)

- **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)

- **Highest Membership** – 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)

- **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** (one member per number of students at your local unit 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)

Again, I encourage you to check out the PTA toolkit and design your own P.L.A.N. that works for your local unit! If you have any membership questions, please contact me. Let’s make the 2019-2020 the best school year with an increase in membership!

Mahalo,
Missy Hoesel
Vice President of Membership
Hawaii State PTSA