

President's Roundtable Brunch - September 5, 2014

Announcements:

-13th District Fall Conference - Remember to publicize, RSVP, & attend the D13 Fall Conference - guest speaker Katie Greer is a Nationally known expert on Social Media and how it impacts our children and their future. Invite all Teachers and Parents. This is her 1st visit to Georgia. Mail payments to Susan Hayes. See flyer or website for more details

-Honoring Our Heroes - more flyers are available on the sign in table. Contact Dick Workman with questions. Reception will be hosted by Mashburn ES.

-Cirque du Soleil discount- publicize this to your school. Great way to tout the perks of PTA membership. May be offered as a fundraising option next year. The Braves also offer a similar program to sell discounted tickets to your school to be used as a fundraiser.

-Calendar is on the website - check it out

Sharing of ideas:

In Attendance- Lorrie @ Little Mill MS

Kimbie @ Mashburn ES

Jenny @ Kelly Mill ES

Alissa @ Silver City ES

Kelli @ Midway ES

Megan & Ana @ Lakeside MS

Leslie @ Big Creek

Tracy, Melissa, & Pam @ FCC

Membership

Midway talked about how redistricting has caused a problem with membership numbers - they are down 150 students but still expected by National/State PTA to have the same number of members as last year. We will bring this up with Incoming President, Lisa Marie Haygood, to possibly change this rule in the future. Midway is doing well. They have 100% staff but need an extra push to meet percentage increase of last year's numbers.

Little Mill discussed how it is their 2nd year as a PTSA. They are a Title 1 school. They have increased membership from 150 to 251 this year and have 100% staff. A new behavior system the school has implemented called Walk & Talk is working well and has reduced behavior issues 59%. The program requires volunteer help. They tracked volunteer attendance through the sign in system at the school and found that they had over 75 volunteers last year. Check with Lorrie to see how she talked the school into releasing the info to her.

- Ways to increase membership:

Membership Drive night - such as a movie night where you charge admission that equals your membership dues - \$10.00 admission = movie and 1 membership card

Mashburn offers a yearbook discount for members

Daves Creek members who prepay before Open House have their Classroom Agenda book on their kid's desk that night.

Brookwood bundles everything together - write one check - Silver City bundled membership & fundraiser together and as a result, early membership numbers are down due to the fundraiser push week being in September not August

Make it clear that joining PTA does not mean you are signing up to volunteer with PTA

Open House have cookies or candy at the PTA table to attract kids

Host a Pastries for Parents in the car rider line - hand them a doughnut and a membership form - Publix will make donuts \$3.99/dozen

Mashburn PTA funds all clubs (Robotics, Battle of the Books, etc...) so they contact parents of students in those clubs to let them know that without PTA they would have to pay to be a part of the program or it wouldn't exist

Financial

Question - how do you break down payments taken with square into subcategory accounts? Pam said you can set up square with individual login for each person. She suggested keeping all the forms and individual cash box with the person who takes them in. reconcile each person separately then add all the totals together.

Mashburn uses Community Business Bank and they offer remote capture for depositing checks but BYOT blocked it. Kelly Mill uses remote capture through Citizens Bank and it works for them. Pam will check with county to see about unblocking.

Do not set up hot spots (wifi) on the BYOT network. BYOT will block you and get your school in trouble.

Volunteer

Mashburn does a 5+1 program- 5 dollars and 1 hour (membership/volunteer combo plan)

Midway has a "Saddle Up for Success" punch card - parents get a punch for important things they attend (Curriculum Night, PTA meeting etc...) and each time they volunteer in the school.

Saddle Up for Success!

Ethan Daniels
Grade: 3
Teacher: Phillips

Earn 10 punches and win a limited edition t-shirt!

Join the family stampede, and get a punch for each activity you attend!

Join PTA	Curriculum Night	Volunteer Expo	Title I Annual Meeting	Parent/Teacher Conference
Parent Resource Room 1 st check out	Watch Dog Dad	Mustang Morn	Science Night	Math Night
Volunteer	Volunteer	Volunteer	Volunteer	Volunteer
Other	Other	Other	Other	Other

Please email any flyer, ideas, etc to Melissa at vpcommunications@silvercitypta.com and she will share on the website.

-How to get more volunteers

use sign up genius

online registration or sign up for volunteering

find companies that encourage it (Verizon will volunteer match - how many hours their employees volunteer = how much money they donate)

Fundraising

Mashburn holds an auction night called Denim & Diamonds. Money raised from admission tickets and auctions. 100 tickets sold pays for event.

Most other PTAs do a Fall Festival or Spring Fling - raffle baskets are a big draw. Raffle baskets seem to work better than auctions for Title 1 schools. Whether raffled or auctioned, include an itemized list for baskets to help set value.

Elite Island Vacations will donate resort vacations. They donated 7 Caribbean vacations last year. (the catch is \$125.00/person resort fee and airfare is to be paid by the winner of the auction)

American Girl will donate doll

Target your High School - ask for donation of summer camp (football, baseball, etc) gift certificate, signed football, spiritwear, etc...

Little Mill has Holiday Festival & Bazaar - made 1500.00 last year. Sell table to vendors 35.00/table or 50.00/double table

Food ideas for Festivals- popcorn from Movies 400, kona ice gives kickback to PTA, have Watch Dog Dads grill

Board issues

-learn to know when to let some things go. If there is no chair for an event or program, drop the event or program

-keep meetings short and to the point. Silver City mentioned that in the past they had 2 board meetings a month- one was a short all business board meeting (30 mins) with nothing but announcements and voting, the 2nd one was a planning meeting with no time limit where all discussion and brainstorming takes place.

-do some team building - go bowling, out to dinner, etc to get to know everyone on a personal level.

-use Doodle to schedule meetings

To get an idea on how your PTA is perceived, invite key active parents to a fun meeting at a restaurant and ask the hard questions - "What is your impression of PTA?", "Why do you (or do not) join?", "Why do you (or do not) volunteer?"

Check Calendar on website for upcoming dates

www.forsythcountyppta.com