

# Online Membership and Dues Reporting

## Connect to the Full Power of PTA:

### Virginia PTA Helps Build Comprehensive Database of PTA Members

Virginia PTA is one of nine states taking part in the pilot phase of a centralized database to discover who PTA members are and to be able to serve their needs better. As a local PTA in Virginia, your participation is necessary to make this project a success. You'll be asked to collect individual names, postal addresses, and e-mail addresses of your members for local, state, and national communication use. You'll be provided with a new, standard membership form to make data collection easy. (Please be aware that members will receive only the communications they sign up for, and their contact information will not be sold to a third party.)

Having direct access to all of our members allows our association to better advocate for children by mobilizing more members on key issues affecting children. The more members we can connect, the more we can accomplish for children.

To make this a reality, we want to connect to your officers, committees, and members by collecting the names and addresses of everyone in your unit. Having this information will improve the way we communicate and allow us to deliver news about special services, resources, and exclusive benefits directly to your members. This means that, as PTA president, you'll no longer need to forward important messages from your state PTA and National PTA; it will be done for you!

What's more, not only will we be able to share data with you, but you'll have access to it for your PTA's use. Through a Web-based system, local unit leaders will be able to generate mailing labels and send broadcast e-mails to their members. This can help spread the word about school happenings, volunteer opportunities, and coming events quickly, easily, and at no cost.

Consider this advantage, too: Never again will contact information for your unit be lost when the individual responsible for managing that information leaves the office or moves to a new district. The information will be centrally kept (and secured through password protection) and available via the Internet from your home, office, or school.

Our state PTA office sent local PTA presidents the Web link, username, and password specific to their unit (**May 22** mailing). There's no need to retype all those names and addresses. Simply upload your membership file to the Web. It's that easy!

### Benefits of Connecting to the Central Database

- Password-protected so your information is secure
- Web-accessible from anywhere, any time
- Easy to use; simply upload your membership file to the website
- Provides the ability for two-way communication with your membership
- Increases the ease of relaying your PTA's news to members
- Enables your members to subscribe to free resources based on their interests
- Provides individuals with more contact from their state PTAs and National PTA
- Access to customer service representatives to answer your technology questions
- No cost to your PTA

Get the PTA Power Connection.  
Get Connected Today!

## Why Connect to PTA's Central Database?

Among the many benefits for your local PTA, the database:

- Makes it easier for your PTA to maintain records and communicate with your members
- Saves you money—there's no need to buy your own database software
- Is offered free of charge
- Upgrades automatically, again at no charge
- Prevents loss of information due to resignation, disaster, or poor record keeping
- Is password protected, so your information is secure
- Is Web-accessible from anywhere, at any time
- Is easy to use—simply upload your membership file to the website
- Provides two-way communication with your membership
- Offers another way to relay your PTA's news to members
- Gives members the option of subscribing to free resources based on their interests
- Creates an opportunity to provide added contact from [state] PTA and National PTA
- Is serviced by National PTA customer service representatives, who can answer your technology questions

Take advantage of the benefits and get connected!

## Benefits of Connecting to All PTA Members

- When we know who our members are, we can better serve their needs.
- Having e-mail addresses makes communication quicker, more efficient, and cost-free.
- Local PTAs can generate mailing labels and send broadcast e-mails to their members.
- Members can take direct advantage of services, resources, and exclusive benefits from [state] PTA and National PTA.
- The ability to communicate directly with members makes it easier to relay important messages from Virginia PTA and National PTA.
- By keeping every member informed, PTA can advance its Mission of speaking for every child with one voice.

Help us build a centralized PTA membership database. Use the Web link, username, and password that the Virginia PTA sent to your local PTA president (**May 22 mailing**) and get connected today!