



Washington State PTA's 2018-2019 Membership Challenge Overview

HERE COMES A POWER SURGE!

The Washington State PTA Power Surge Membership Challenge is an “electric” opportunity for local PTAs to keep up the momentum of their membership campaigns while working for a chance to win cash and prizes!

Instead of powering down your PTA membership efforts, it's time to generate a “POWER SURGE” that will inject renewed energy into your membership campaign. There are still thousands of potential PTA members waiting to be asked to join! And here's a great incentive to do just that.

Read about this simple and rewarding challenge and then register your PTA today! Contact WSPTA Membership Director Megan Klein at ptamemmdir@wastatepta.org with any questions.

1. Register your PTA for the challenge by November 2!

To participate in this contest, your local PTA needs to complete a Power Surge registration form, which can be found on the Membership Awards page of the WSPTA website at <https://www.wastatepta.org/events-programs/awards/membership/>. Your PTA must email the completed form, along with a copy of your PTA's current membership form, to ptamemmdir@wastatepta.org by **midnight on Friday, November 2, 2018**.

Your PTA membership form is what you hand people to fill out when they want to join your PTA. If your PTA conducts all of its recruitment online, you can instead email a screenshot of the page on your website that encourages PTA membership and provides the link to the page where people can join online.

NEW THIS YEAR The registration form is now a fillable form. You can type in your responses, save the file to your computer, and then submit it (along with your membership form) – all without needing a printer (or legible handwriting).

2. Add members during the contest period.

To be eligible to win the CASH grand prize, registered PTAs must enroll and pay for a minimum number of new and/or renewing PTA members during the contest period of **NOVEMBER 3 – DECEMBER 14, 2018**. PTAs participate in one of three categories based on their total membership in the 2017-18 membership year.

When a registered PTA reaches their category's minimum member threshold, they automatically receive one entry in the cash prize drawing. A PTA is unable to earn multiple entries in this contest.

| <i>2017-2018 Year-End Membership Total</i> | <i>Category</i> | <i>Minimum Number of New Members During Contest Period</i> |
|--|-----------------|--|
| Up to 75 members | Small | 5 |
| 76 – 150 members | Medium | 10 |
| More than 150 members | Large | 15 |

3. Be entered in a drawing for a cash prize!

Imagine what your PTA could do with some cash to launch a new program or activity, or to improve something you already do. The cash prize amount is based on the number of registered PTAs that add members. Each time a registered PTA reaches its minimum member threshold, WSPTA will add \$5 to the prize total. The total will be shared equally among one randomly chosen PTA in each of the three categories. The more PTAs, the bigger the cash prize, so encourage other PTAs to participate, too! And that's not all...

NEW THIS YEAR We've **INCREASED THE CASH PRIZE by \$300!** WSPTA will provide \$300 as the starting point of the prize total, and we'll then add \$5 for every qualifying PTA.

Consolation Prize Drawing

WSPTA will have consolation prize drawings for ALL REGISTERED PTAs! Whether or not your PTA reaches the minimum number of new memberships during the contest, if your PTA registered for the challenge, it's eligible to win a consolation prize. A PTA from each size category will be randomly selected to receive a special visit from Washington State PTA Membership Director Megan Klein, who will bring door prizes and help clean up at your next PTA Membership Meeting. (And while she's there, ask her to join your PTA!)

Are You a Power Council?

Council leaders: WSPTA has an incentive for you, too! Once again, any council that has at least 50% of its local PTAs register for the challenge will be deemed a “Power Council.” These councils are recognized at the WSPTA convention and in the convention program, and (up to 4) council board members receive VIP treatment and coveted swag bags as part of their convention experience. Encourage your local PTAs to sign up for the challenge today!