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Membership: A Year in Review 2021-2022

The 2021-2022 school year has been one of our most challenging for PTA. The pandemic & school closures prevented unit leaders from holding in-person events or PTA meetings. You quickly transitioned to online formats like Zoom & used programs like MemberHub to grow membership. Faced with all these obstacles, Suffolk Region PTA units had to get creative in building membership. You partnered with building administration and held events, challenges & contests to reach your membership goals. You used social media & email blasts to build engagement. You promoted student & staff membership. You used QR codes to make membership fast & easy. As a result of YOUR hard work and creativity, Suffolk Region has 43,603 members (5/1/2022). For reference, we had 34,718 members on 6/30/2021 and NYS PTA has a *combined* total of 200,782 members (4/12/2022).

NYS PTA presented us with monthly membership challenges. Every month, Suffolk Region PTA units met those challenges and earned awards. You earned awards for being *Savvy*, *Early Birds*, *On Target*, *Trailblazers*, *Student Rock*, *Super Teacher/Staff*, *Founder's Day* and *Male Engagement*. We even have units on track to receive the impressive *Good Apple Membership Growth Awards* for growing their unit 25%, 50% and 100%. Suffolk Region also issued membership challenges. We challenged you to reach your annual membership goal before November & December and 15 units exceeded our expectations. Most recently, we asked you to nominate your *Membership Superstars*, so that they can be recognized today, at Spring Conference. We proudly present our Membership Superstars & highlight our top two:

Melissa Purga, *Sachem HS North PTSA & Hiawatha Elementary School PTA*

Coming in as a new HS PTSA President, Melissa offered raffles, partnered with her HS Principal and educated the community on the benefits of PTSA. She extended opportunities to students to get involved. She increased membership by 100%, one of the highest in Suffolk Region. At Hiawatha, Melissa came up with the idea to "Slime the Principal" as an incentive for families to join. Once they exceeded their annual goal, the class with the highest percentage got to "Slime the Principal". She used a percentage system as it would be equitable for all classroom sizes. A self-contained Kindergarten class had over 100% membership participation and won! The 14 students had a blast as they Slimed the Principal, Mr. Watson!

Laura Stehn, *Oakdale Bohemia Middle School PTA & John Pearl Elementary PTA*

As the Membership Chair for two schools, John Pearl Elementary and Oakdale Bohemia Middle School, she assisted with the PTA Council membership drive competition. The elementary school came in 1st place and the middle school came in 3rd place. She succeeded in winning many of the monthly awards that NYS PTA offers as well as increasing our percentage by doubling the amount. She made herself available during open houses & would send weekly reminders to staff (email and by letter campaign) to motivate them to join. She enticed them by providing raffle drawings and creating the QR code for quick links and easy payment. Laura suggested lowering student membership from \$10 to \$5 & it automatically increased new student members.

Nina Alvarado, *Connetquot HS PTSA*

Christy Gudaitis, *Walt Whitman HS PTA*

Rita Camillo, *Sagamore Middle School PTSA*

Jessica Costa, *Cayuga Elementary School PTA*

Melissa Webster, *Merrimac PTA*

Alexandra Finamore, *Cayuga Elementary School PTA*

Danielle Shingler, *William E DeLuca Jr Elementary School PTA*

Chirsten Tymann, *John F. Kennedy Elementary School PTA*

All membership reports and membership award lists can be found on the Suffolk Region PTA website, please visit us at (www.suffolkpta.org)