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Business Membership Instructions

Businesses should be considered an important part of the membership of your PTA/PTSA. Once you establish relationships with businesses in your community, they can become an ongoing partner. Remember to include them in your mailings, invite them to your PTA/PTSA meetings & events, and always thank them for their ongoing support. Make it clear to them that not only do you appreciate their support, but that you value their input and participation as well.

The following is the cost break down of the Business Membership:

Submitted to State Office with Monthly Membership Remittance	\$33.00
Kept by PTA/PTSA Unit or Council	<u>\$17.00</u>
Business Member Annual Membership Dues	\$50.00

The Basics for Obtaining Business Members:

1. Make copies of the Business Membership Form.
2. Your Membership Committee may wish to discuss specific businesses that your PTA/PTSA would like to offer membership to. Don't forget to include your local newspaper, department stores, Chamber of Commerce, cable & utility companies and radio or news stations! You may choose to get a master list of businesses from the local Chamber of Commerce before beginning. Consider setting up a booth at a mall.
3. Take your brochures and drop by local businesses to introduce yourself. Smile and be friendly; you really are looking for partners, not just money! Be certain to tell them that PTA is a non-profit children's advocacy association...many don't realize this.
4. Let them know the features of their membership:
 - a. They will receive full voting rights and a membership card – tell them that you want their input and ideas
 - b. Within a few weeks they will receive a window cling announcing your partnership in the mail. It will look great in their front window and the community will know they actively support their school children.
 - c. They are automatically a member of Michigan PTA and National PTA as part of their local membership.
5. Complete the Business Membership Form and collect their \$50.00 membership dues.
6. Take photos at recruitment events. Consider stopping at the business and taking a photo as the window cling is being placed on the window. Use these photos in your newsletter or on your website. Forward the best photos to the Michigan PTA (communications@michiganpta.org) for possible placement on the website or use in a publication.
7. Monthly Membership Remittance
 - a. Business Member information should be submitted on your Membership Roster, along with individual member information, each month.
 - b. Dues of \$33.00 per Business Member acquired should be submitted, along with individual member dues, using the online or paper process. Michigan PTA will forward the National PTA dues portion to them.



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- c. Information and forms are available at:
www.michiganpta.org > UNITS/COUNCILS > Monthly Membership Remittance
- d. Questions about the membership remittance process? E-mail membership@michiganpta.org.
8. Send new Business Members a thank you e-mail or letter and let them know when your next meeting is. It is a great practice to introduce all new members at meetings.
9. Ask your local media to post a thank you from your PTA/PTSA with a listing of all of your Business Members. Include that list in your own newsletter.
10. Make a copy of your Business Roster for your Committee Chairmen to use when planning events. Your Partners may wish to make a donation to your cause and it is tax-deductible for them. Always post signage at events thanking your contributors and don't forget to invite them!
11. If you have additional questions about Business Memberships, reach out to MembershpVP@michiganpta.org.

REMEMBER: Members can be signed up any time of the year!