

## The NEW 2013-2014 PTA Membership Card New Look – New Process: Frequently Asked Questions

### FRONT OF CARD

The image below shows the front of the 2013-2014 membership card, with the member card attached to a 'carrier.' The member card itself is perforated so the member can separate it from the carrier and keep with other purse or wallet IDs. The carrier contains information about how to activate the card and the details of the new Staples discount offer. The member card shows a photo of children, as well as the National PTA and State PTA logos and data fields that can be personalized per member.

The image shows the front of the 2013-2014 PTA Membership Card. It consists of a dark blue 'carrier' on the left and a white 'member card' on the right. The carrier features the text '2013-2014 MEMBER YEAR' and a photo of four children. The member card includes the National PTA and Ohio PTA logos, a photo of children, and fields for PTA Unit ID, PTA Name, Member Name, and Signature. It also provides the website PTA.org/Activate and a phone number for questions: (800) 307-4PTA (4782). To the right of the member card is a dark blue box with white text that reads 'ATTENTION PTA MEMBER' and 'Your membership card must be activated in order for you to be registered as a member and access membership resources and benefits.' Below this is a call to action: 'Go to PTA.org/Activate' and 'ACTIVATE YOUR CARD TODAY!' with a mouse icon. A note says 'Questions? No Internet Access? (800) 307-4PTA (4782)'. To the right of this box is a Staples logo with the text 'Activate your card and receive 10% off school supplies and 25% off copy and print purchases at Staples stores.' and 'that was easy:'. At the bottom of the entire image is a dark blue bar with white text: '1. Activate your PTA card. 2. Sign up for Staples Rewards. 3. Shop at Staples and save!'.

### BACK OF CARD

On the back of the card, the right side includes information about how to contact National PTA and how to activate the card. The left side of the card includes a referral membership application.

#### REFER A FRIEND TO JOIN TODAY'S PTA!

(Present this completed card to your local PTA to join.)

Your Primary Role:  Parent/Guardian  Grandparent  Teacher/Staff  Student  Other

Name:  Mr.  Ms.  Mrs.: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile #: \_\_\_\_\_ Dues Amount: \$ \_\_\_\_\_

Referred By: \_\_\_\_\_

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Place your PTA membership card in your purse or wallet now.

This card indicates that you are a member of your local PTA, your state PTA and the National PTA. PTA provides parents and families with a powerful voice to speak on behalf of every child while providing the best tools for parents to help their children be successful students.



To learn more about additional member benefits, discounts, and savings, go to PTA.org/Benefits

#### National PTA Headquarters:

1250 North Pitt Street  
Alexandria, VA 22314  
(800) 307-4PTA (4782)  
PTA.org



### **WHY DO PTA MEMBERS NEED TO ACTIVATE CARDS?**

By registering as a PTA member with National PTA, the member gains access to valuable benefits, information, and resources from National PTA and their state PTA. Card activation ensures that every member is receiving the full advantage of their three tier PTA membership (local, state, and national). Providing NPTA with member information also aids in securing more programs, grants, and funding to support the PTA mission. Statistical and demographic information help NPTA define the population of our member base and increases our ability to make an impact in federal legislation and other advocacy efforts.

### **HOW IS A CARD ACTIVATED?**

The simple, online process takes less than 5 minutes to complete. The member will visit [pta.org/activate](http://pta.org/activate). Once on the site, a member will choose the "ACTIVATE" button. \*If you have already activated a card, or have registered in our system before, you do not need to go through the activation process again, proceed by clicking "LOG IN". The on-screen instructions outline the process, required fields are in red. Once completed, the member will arrive on a confirmation page which will give them further options, including activating another card or registering for the Staples discount. Once a member activates their card, they will receive a confirmation email message in the email account they provide during the activation process.

### **CAN I ACTIVATE MULTIPLE MEMBER CARDS?**

If you are a member of multiple PTAs, you should receive a card for each of your memberships. If you receive multiple cards, please be sure to activate each card. Once registration for a card is complete, there is an option "Activate Another Card" that appears in the menu on the left side of the activation page. Simply click this link to add another PTA to the member profile.

### **CAN I ACTIVATE MEMBER CARDS FOR OTHER PEOPLE?**

Yes. PTA leaders will sometimes choose to activate multiple member cards or one member in a household will take the responsibility of activating all of the cards in the home. Whether the person activating the card is a PTA leader or member, you will need a different email address for each card that will be activated. Email addresses cannot be duplicated and must be unique for each card activated.

### **WHAT IF I DO NOT HAVE INTERNET ACCESS OR AN EMAIL ACCOUNT? HOW CAN I ACTIVATE MY CARD?**

Please contact National PTA's customer service center via telephone. The customer service center will register the card and collect contact information over the phone. The NPTA Customer Service Center is available 8:30am to 5:00pm Eastern Standard Time, Monday – Friday at 800-307-4PTA (4782).

### **WHAT IF I DO NOT ACTIVATE MY MEMBER CARD?**

Membership card activation is not a required step to be considered an active PTA member. However it is highly encouraged so that every member can access all member benefits, receive important PTA communications, and stay informed on PTA programs, parenting tools and resources, and training opportunities. It also provides NPTA with member counts to aid in securing more programs, grants, and funding to support the PTA mission.

### **DOES THE MEMBER CARD EXPIRE?**

National PTA does not include an expiration date on the PTA member card. However some local PTAs along with state offices may add an expiration date based on the membership year usually located in PTA bylaws.

## **HOW DO I GET THE NEW 2013-2014 MEMBER CARD?**

National PTA delivers PTA cards directly to state PTA offices who in turn distribute the cards to their active, local PTAs. Each state has a unique member card distribution method. Once you join any PTA you should receive the new 2013-2014 member card. If for any reason you join your PTA and do not receive a new member card, please let us know: [info@pta.org](mailto:info@pta.org). If you are a local PTA in need of new member cards, please contact your State PTA office. If you don't know the number to your State PTA office, please email [info@pta.org](mailto:info@pta.org).

## **ACTIVATED MEMBER CARD DATA – WHAT DATA IS REQUIRED**

During the card activation process, the following information is required from the member:

1. First Name
2. Last Name
3. Address Type (individual must choose primary or secondary even when not providing an address)
4. City (where PTA is located)
5. State (where PTA is located)
6. Local PTA unit (a list of active local units will display for members to select, based upon the city and state they provided in #4 and #5)
7. Your PTA Role (parent, teacher, student, etc.)
8. Email address
9. Password

All other information is optional.

## **WHAT IF MY LOCAL UNIT IS NOT ON THE LIST OF AVAILABLE UNITS TO SELECT?**

Make sure your local PTA unit is an active, chartered PTA under the State PTA office. If this is the case and you still don't see your unit listed, contact PTA Customer Service at [info@pta.org](mailto:info@pta.org) or call during the hours 8:30am to 5:00pm Eastern Standard Time, Monday – Friday at 800-307-4PTA (4782).

## **WHERE IS ACTIVATED MEMBER DATA STORED AND WHO HAS ACCESS TO IT?**

The data collected during activation is stored in a secure, centralized database that is maintained by National PTA. NPTA will share this confidential information only with State PTA offices.

NPTA adheres to a strict privacy policy that indicates PTA does not sell or rent member information to telemarketers, mailing list brokers, or other companies. For more information about NPTA's Privacy Policy click here:

[http://pta.org/pta\\_privacy\\_policy.asp](http://pta.org/pta_privacy_policy.asp)

## **HOW DO I USE THE REFER A FRIEND MEMBERSHIP APPLICATION?**

Use the Refer-A-Friend application to encourage PTA membership growth at your local PTA. Show the potential PTA member the Staples discount offer on the front of the carrier and tell why your local PTA is great. Then ask her/him to join by completing the Refer-A-Friend application and returning their dues payment to the local PTA membership leader. The "Referred By" line can be optionally used to create personalized state PTA, regional PTA, or local PTA incentives. For example, the person with the most local PTA "referrals" may receive recognition or have their "referral" applications entered into a prize drawing.