

POSITION STATEMENT

National PTA Dues Increase



BACKGROUND

National PTA has proposed increasing their dues by \$1.50 from \$2.25 to \$3.75 per member effective July 1, 2019. National PTA has stated that the dues increase is to support a re-branding campaign, an investment in leadership training, strategic database and software technology and to offset inflation.

This will be voted on at National PTA's Annual Meeting in Columbus, Ohio on June 20, 2019. Based on our membership this year, Virginia PTA may have up to 175 delegates attend the National PTA Annual meeting to vote on National PTA business. Through amendments made by delegates from each state, National PTA's proposed dues increase and implementation timing could be modified.

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SURVEY RESULTS

Virginia PTA conducted a three week survey of our membership and of the 479 participants:

- 55% oppose an increase in dues;
- 16% support a \$0.25 increase;
- 8% support a \$0.50 increase,
- 8% support a \$0.75 increase,
- 0% support a \$1.00 increase
- 10% support the full proposed increase of \$1.50.

Of the 437 written responses, 336 respondents (77%) wrote OPPOSING a dues increase.

VOTING POSITION

*The Virginia PTA does **NOT** support a National PTA dues increase.*

IF a dues increase is approved by National PTA voting delegates the Virginia PTA supports implementation effective July 1, 2020.

RATIONALE

While Virginia PTA acknowledges and recognizes the support provided by National PTA and the benefits that come from collaboration, training, and local support as well as coordinated advocacy work, many members expressed the following broad themes in their comments:

- A 67% increase in dues is extreme for a single year and will be poorly received by families.
- Increasing dues will impact the ability of local units to attract and retain members resulting in an overall decrease in membership.
- Many families currently struggle to afford dues and payment of dues to supplement a free education is often a confusing concept for English language learner families
- Absorbing the dues increase at the local level will result in less money going directly to our students and teachers, where it is needed most.
- The benefits received at the local level are not in alignment with the dues paid. This is particularly true at the Middle School and High School. PTSAs see little direct support or materials to support parent or student engagement.
- Changing membership dues over the summer does not allow time for local units to vote at the local level to change dues before school starts.
- Parents currently feel disconnected from National PTA in terms of direct tangible benefits and the lack of a membership card exasperates the disconnect.
- Dues are never intended to be a fundraiser. National PTA should utilize grants and business partnerships to fund their work, re-organize roles or cut back on expenses.
- National PTA does not provide enough tangible benefits (printed posters, samples, membership cards, free insurance, or a fully integrated professionally built relationship management systems) to local units
- In person training should be free.
- Teachers and Parents pay National PTA and Virginia PTA dues twice when they join the PTA at several schools.
- Reduced or non-existent individual membership fosters a true sense of inclusivity. National PTA should consider a fee structure for scaled services like PTO Today, as many PTAs do not use or want access to a full suite of programs.

April 27, 2019: Adopted by the Virginia PTA Board of Directors

Virginia PTA Position Statements are official documents outlining the opinion, will, or intent of the association to address statewide problems, situations, or concerns that affect children and youth and require statewide or national action to seek resolution on the issue.