

PTA NATIONAL MEMBER BENEFITS PROVIDER FAQs

Q: What is a PTA National Member Benefits Provider?

A: Member Benefits Providers are companies National PTA has developed a partnership with to establish special discounts, savings and other benefits on behalf of all PTA members, of which some are exclusive.

Q: Why has National PTA developed these relationships?

A: Often, National PTA is asked what individual members receive for their \$1.75 national dues. By utilizing the PTA's demographics and group buying power, National PTA is able to negotiate these discount opportunities and provide a true value and tangible benefit for our members.

Q: What is the difference between a PTA National Sponsor?

A: Sponsors are companies National PTA has developed a partnership with to help support the important work of the organization financially. Sponsors typically help underwrite costly programs and resources National PTA makes available free to all state and local PTA leaders, such as the Back to School kit, Healthy Lifestyles Parents Guide, Start the Art Kit and Take Your Family to School Awards. Sponsors also help support National PTA's general operating expenses that are not covered by the \$1.75 per member dues revenue.

Q: What companies are currently Member Benefits Providers of PTA?

A: Barnesandnoble.com
Liberty Mutual
Kidz-IDz
MedicAlert
Sharp Electronics
Southwest Vacations

Please visit www.pta.org/benefits and enter a valid user name and password to take advantage of these savings. Keep a look out for new member benefits providers!

Q: How Can I Be Removed From the Mailing List? Take Me Off the List

A: If they are a member

If you no longer wish to receive future member benefit mailings, you must contact National PTA at (800) 307-4782 or info@pta.org and provide your full name and address and the name of your PTA. **Please note: if members make this request, they will no longer receive or be notified of any new discount opportunities, member benefits or special offers from other Sponsors or Member Benefits Providers as they become available.**

A: If they are a leader

We strongly recommend that all local unit presidents receive all mailings and emails that go out to our network so that they can be informed (even when they may not like the mailing) of what is being sent to their members. While we will honor your request to remove your name, it means that you may not receive PTA materials and information related to Reflections and Take Your Family to School Week, the Back to School Kit among other PTA resources, as well as not receiving member benefit mailings. We ask that you please reconsider this request so you can stay informed about everything National PTA is sending out to our network of leaders and individual members.

Q: How Can I Remove All Members of My Local Unit From the Mailing List? Take My Members Off the List.

A: All local PTA members are also affiliated with their state PTA and with the PTA national organization. If a member no longer wishes to receive future mailings on behalf of a PTA Member Benefit Provider, they must individually contact National PTA at (800) 307-4782 or info@pta.org and provide their full name and address and the name of their PTA. **Please note: if members make this request, they will no longer receive or be notified of any new discount opportunities, member benefits or special offers from other Sponsors or Member Benefits Providers as they become available.**

Please be aware that we have included information about our member benefit opportunities in PTA's e-newsletters so that our members will know what to expect. We understand that not everyone will be interested in every discount opportunity; however, they may be interested in print/copy discounts, electronics, IDs to protect their children, discounts on books and vacation packages among other benefits. Our surveys and other feedback tells us that over 70% of our members want to receive member benefits and discounts. Requests for removal from our lists have been very limited.

Q: Will Student Members Receive These Mailings?

A: We assure you that going forward, no member IDENTIFIED as being under the age of 18 will receive member benefit mailings.

National PTA has reached out to all state leaders to request they inform their local units that PTA will remove all student members (under the age of 18) from our mail lists. Because PTA cannot remove names in OMDR (to do so would remove them from the membership roles!), locals need to send youth names with their local unit number to info@pta.org, and staff will code them so that they will not receive member benefit mailings.

To date, many local PTAs have sent lists of names and all have been coded. Also, the entry page for OMDR information has been revised and is currently being tested to include a drop down menu to identify the member as a student under age of 18. This will prevent a youth member from receiving such mailings. We expect this feature to "go live" in April 2008.

Q: Do I Need to Contact National PTA Each Year to Be Removed From the Mail List?

A: In most instances, no. Once a member has contacted National PTA with a request to be removed from the mailing list, that process does not have to be repeated in subsequent years—even if they become a member of a different PTA unit. However, if the member ever has a name change (e.g. a married name), and the new name is entered into our database, they would need to contact National PTA again with a new request.

Q: Why is National PTA Selling Our Member List?

A: PTA does not sell or loan our membership lists. Sponsors and Member Benefits Providers do receive limited and restricted “access” to communicate to our members; however, all mailings are reviewed and approved by PTA and sent through a 3rd party mail house, which is required to sign a confidentiality statement that the lists will be used for a one-time mailing and cannot be shared with anyone. Our sponsors and MBP never see the list or have direct access to it.

Q: Why is There a Need to Establish Relationships with Sponsors and Member Benefits Providers?

A: Currently, almost 30 % of National PTA’s overall budget comes from non-dues revenue, which is substantial for an organization with this many members. Essentially, we are serving a membership of over 5 million members on a budget of \$1.75 per member.

Thanks to our Sponsors and Member Benefits Providers, National PTA has not had to request a dues increase for the past 6 years and we’ve been able to provide many more quality programs, resources, grant opportunities and member benefits, such as:

- *The Back-to-School Kit*
- *Healthy Lifestyles Parents Guide*
- *Start the Art Week Kit*
- *Take Your Family to School Week Awards*
- *Rescuing Recess grants*
- *Discounts on books, printing & copy service*
- *Free Child IDz*

National PTA has also been able to provide members with wonderful e-newsletters like Partners in Leadership, Local Leaders and PTA Parent. And this fall, we will also debut a new website and changes to OMDR that will include the much requested volunteer management system for local units.

As the nation’s largest volunteer parent organization, we must rely on other sources of non-dues revenue, such as corporate sponsorships, the Annual Fund and Member Benefit affinity programs to help us sustain our ability to continue being a powerful voice for all children, a relevant resource for families and communities and a strong advocate for the education and well-being of every child.

Q: Does National PTA Endorse These Companies?

A: It's important to note that National PTA does not endorse these companies or their products and services. Due to IRS regulations, an endorsement by a non-profit organization would jeopardize its tax-exempt status. Endorsement of a company is when you make qualitative statements about a company or its products. For example, if PTA stated that our members should go shop at Office Depot because they have the "best office supplies" or they are "better" than Staples. These statements would be endorsements, which PTA does not practice with any companies we work with. It is perfectly legal for non-profits and under PTA's privacy policy to make our members aware of special offers, discount opportunities or benefits without providing an endorsement.

Q: Why Has My School/PTA Received Multiple Letters?

A: We apologize for any inconvenience this may have caused with your school. Currently, if a PTA local leader enters membership information in OMDR and does not provide each member's individual mailing address, the system will automatically default to the school address for each of those members.

Moving forward, National PTA will make sure that a school doesn't receive multiple copies of a letter by removing all duplicate addresses when we generate a mail file. However, it's important to encourage local units to provide unique addresses for each member when entering the information in OMDR. National PTA has also started a new process to notify all our state presidents ahead of time of any mailing or eBlast being sent on behalf of our sponsors and member benefits providers. We would encourage you to then notify your local leaders.