



To Opt-Out or Not? That is the Question

The Greeting

Welcome to PTA! As a member of the nation's top parent involvement organization, you join millions of dedicated and caring members who share a commitment to children and education. PTA appreciates your support and invites you to take advantage of all the benefits that your PTA membership provides you.

This is the greeting that all new members receive upon payment of membership dues to their local PTA and when entered into the Online Membership Data Reporting database. The greeting comes with an invitation to receive parent resources, advocacy information, legislation updates, and valuable retail and consumer discounts and services.

PTA sends out e-newsletters to its members to keep them up to date on national resources and information and connected to our PTA family. However, members who do not want to receive them can “opt-out” by using the “unsubscribe” link to unsubscribe from each e-newsletter or from the benefit offerings.

From time to time, national sponsors and partners provide member benefits through mail. Members who do not wish to not receive these mailings are instructed to contact the Information Center by sending an e-mail message to info@pta.org or by calling 800-307-4782.

Value of Membership

One of PTA's primary goals in developing these opportunities is to provide more “value” for a PTA membership. Because of the size of our organization, PTA is able to partner with businesses and negotiate special discounts, fundraising opportunities, and other valuable benefits exclusively for PTA members. When you make purchases from these companies, not only will you receive a discount, but National PTA will also receive a percentage of royalties from the sale.

For the past few years, PTA has made a commitment to its members to seek out sources of non-dues revenue. As a result of PTA's ability to partner with businesses, there has not been an increase in membership dues in over 5 years.

The Unsubscribe Dilemma

Most often, as a member you will be notified of your benefits by e-mail, the most efficient way to notify numerous members at one time. You may not be interested in every offering you receive, so you can delete the e-mail when it arrives. However, selecting unsubscribe will prevent you from receiving future offers that are of interest to you. National PTA tries to present a variety of benefits throughout the year, since all members do not have the same interests.

We do ask you to unsubscribe for any of your family PTA members less than 18 years of age since it is not PTA's intention to solicit to children.

Remember, you are entitled to PTA national member benefits because you are a member of a dynamic organization that works exclusively on behalf of children and youth.

Be a Proud Member!

Membership Committee