

## Georgiapterks.com Brings Added Value to PTA

After months of piloting, Georgia PTA is rolling out an **EXCITING NEW PTA** member benefit program called CAP (Community Alliance Partner). The CAP program promotes: **Communication** by offering services such as templates for a newsletter, reports, surveys, videos, and conference calls; opportunities to increase **membership** and **fundraising** with online coupons. A new feature of the member benefit program is our website Georgia PTA Perks at <http://www.gapterks.com/> The new website lists all the CAP Patrons and specific Patrons that service each district and council so no matter what part of the state you're in, you can use your membership card to get Georgia PTA Perks!

### 10 Reasons Why Your PTA Should Sign-Up to Participate in our CAP Program:

1. No setup cost to join or fees to participate.
2. Opportunity to easily earn automatic recurring non-dues revenues by signing up businesses as a CAP Patron. A local unit or council can earn \$50 for each account approved.
3. Increase PTA membership. Each CAP Patron joins with five members, which may be co-workers, employees, family or friends. Membership contact information comes to Georgia PTA.
4. Georgia PTA Online Membership Entry Form - Once you login to your CAP account your PTA can enter the membership information for your PTA unit directly into Georgia PTA's PTA membership email list. Use of this form provides Georgia PTA with the ability to keep PTA members informed of PTA updates, sponsored events, and initiatives. PTA members could receive email from Georgia PTA and have the ability to opt out of Georgia PTA's email list at anytime. All contact information is secured. This is a new feature that will allow Georgia PTA to communicate with its 300,000 members.
5. Access to exclusive PTA only coupons, which can only be redeemed by up-to-date card carrying members of the PTA. They are offered by PTA CAP Patrons to help local units attract more PTA members.
6. Raise funds for your PTA via eco-friendly online school fundraiser coupons. PTA School Fundraiser Coupons work like BOX TOPS, they provide PTA members and their network of family and friends with CAP PTA Fundraiser Coupons and the opportunity to earn money for the PTA whenever they print and redeem them.
7. Improved communication with State PTA.
8. FREE 247EConnect vMail account.
9. FREE Web/Telephone Conferencing tool.
10. FREE 15 Day Trial of iContact email service.

### 10 Reasons Why A Business Would Want to Join the PTA CAP Patron Program:

1. Cost effective @ \$180 per year
  - \$105 covers yearly maintenance, administrative & support costs
  - \$50 provides support for the referring Council PTA or Local Unit PTA, and
  - \$25 secures 5 Birney Butler State PTA memberships for the PTA CAP Patron.
2. PTA CAP Certificate and Window Decal
3. The ability to reach 960 schools and 300,000+ PTA members.
4. A link on GAPTAPERKS to Business's PTA Only and PTA School Fundraiser Coupons.
5. Ability to create, post, and track coupon performance via their 247EConnect.com account.
6. 15 Day FREE Trial of iContact email marketing service.
7. Link to business's website.
8. The ability to share slideshows and videos with PTA members.
9. An opportunity to grow an opt-in based email list.
10. One-on-one assistance from a CAP Community Coordinator.

This is a **WIN – WIN OPPORTUNITY** for our members, our PTAs and our community businesses. For more information or to register for a CAP account go to [www.247econnect.com/cap.cfm](http://www.247econnect.com/cap.cfm). Once your PTA's CAP account is set up, you will receive information on how to get started with CAP. For questions contact Felice Martin, Georgia PTA Resource Development [fmartin@pta.org](mailto:fmartin@pta.org); Sheila Cornelius, President [presgapta@bellsouth.net](mailto:presgapta@bellsouth.net); or Randall Ware [rware@247econnect.com](mailto:rware@247econnect.com).