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How Does the Community Alliance Program (“CAP”) Deliver Every PTA a Win?

Georgia PTA has partnered with Weblinc, Inc.’s Community Alliance Partner (“CAP”) Program. A clear and detailed explanation of how this partnership works to benefit Georgia PTA, Local Units and Councils is outlined below.

1. When Georgia PTA secures a business that becomes a Georgia PTA CAP sponsor, it creates **residual** income for the scholarship fund (\$50), as well as membership dues for Birney Butler (\$25) a total of \$75. This revenue provides needed assistance for Georgia PTA to conduct its day-to-day business operations.

2. **What is the cost of setup and participation to PTA? FREE** - There is **NO** setup cost or participation fee for Local Units (“LU”) or Councils.

3. Of what benefit is CAP Program to Councils and Local Units?

a) **COUNCILS:** Before CAP, Councils had never directly impacted increases in Membership or state revenues. Now, when Council signs up CAP sponsor, the Council receives \$50, and Georgia PTA receives \$25 (for five Birney Butler state memberships). Councils that sign up for CAP and secure community businesses to join program are also helping all of their LU schools within their respective Councils because when they join CAP Program, all Georgia PTA CAP sponsors are required to offer “PTA Member ONLY coupons.” This adds **VALUE AND INCENTIVES** to joining PTA.

b) **LOCAL UNITS:** When Local Units sign up CAP business sponsors, the LU receives \$50, and Georgia PTA receives \$25 (for 5 Birney Butler state memberships). Two questions most people pose when asked to join PTA are: 1) How much does it cost? and 2) What do I get for my membership? LUs that sign up for CAP & secure community business partners are helping provide more **VALUE** and **INCENTIVE** for people to join PTA because any business that joins the CAP Program is required to offer “PTA Member ONLY coupons.” As an added plus, for the first time ever, when a LU secures business sponsor through CAP Program, it not only benefits their local unit but also adds value to PTA membership for all of the LUs in their area and statewide. **Simply put, the more benefits that come with PTA membership equals more members.**

4. **Is it difficult for a Council or a Local Unit to secure CAP business sponsors and Why would business want to become CAP sponsor?** No, it is not difficult. In fact, many Local Unit PTAs/PTSAs around Georgia already have business sponsors, some of which may be the Business Partners through the Chamber of Commerce. Both existing and new partner sponsors will readily see the benefits of becoming CAP Partner Sponsors because the CAP Program:

a) Affords opportunity for business to work with local unit PTAs by providing incentives/benefits (“PTA Member Only Coupons”) that attract more members, thereby increasing membership & revenue. For example, CAP’s “Smart Kid Rewards Program” enables businesses to offer rewards to students that earn A’s & B’s and no C’s on their report cards. In addition, some CAP sponsors have also taken the initiative to impress upon students that smart students also make healthy meal choices. How about also asking CAP business sponsor to allow Local Unit PTA to host “Got 4 More?” event, wherein membership tables would be set up and invitations would be extended to customers to become PTA members.

- b) Attracts customers to their business because they are featured on Georgia PTA's benefit provider website, gaptaperks.com & people are more likely to support a business that is community-oriented and dedicated to investing back into the community
- c) Saves the business money- they don't have to keep printing materials for schools (PTA members print coupons on **as needed** basis (also in line with "Go Green" initiative); and
- d) Affords business means to enable state PTA to generate revenues that assist with conducting business operations of the Association (through Birney Butler memberships).

5. What are other benefits that CAP provides for PTA?

- a) **Georgia PTA Online CAP Member Entry Form** is new feature to CAP program. It provides an easy, user-friendly alternative for LUs to enter their membership contact information and provide it to a Georgia PTA at CAP database at one time. By providing the name and email address of each PTA member you are helping Georgia PTA have access to communicate with their Local Unit membership [*only names of those who provide their e-mail addresses can be entered*]. Please note that Georgia PTA does **not** use this entry form to count total LU membership. Membership is only counted by submitting PTA dues with Dues Transmittal Form regardless of whether members have e-mail addresses or not.
- b) **Free Teleconferencing** - CAP offers teleconferencing feature that serves as highly effective training and communication tool for Councils and LUs to improve ability to conduct board & committee meetings without ever leaving home. Neither Council nor Local Unit leaders are reimbursed for mileage expenses, but now they have a means of conducting meetings that saves time, gas and money.
- c) **iContact (optional feature with 15-day free trial offered with no commitment)** – This Program creates a means to communicate with and engage current and potential PTA members. It is a fun and user-friendly e-mail and survey program with over 300 professionally designed templates included. Using iContact or any email server, your PTA will be able to easily create, send and track to see if your e-mails were opened, bounced or unsubscribed. Please contact Randall Ware, CAP Community Coordinator by phone or e-mail (678) 732-4315 – rware@capptaperks.com for yearly cost schedule. Refer to testimonial from 1 of our new local unit membership chairs in Cherokee Co. elementary school with 600 members that decided to keep the iContact feature.

If you are interested in viewing the CAP presentation and/or signing up for CAP, go to www.gaptaperks.com and click on **Local Unit Signup/Login**

For further information or assistance, please don't hesitate to contact:

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CAP PROGRAM TESTIMONIALS

Traci Rogers, Membership/Neighborhood Partner Chair, Avery ES PTA, District 13

“Working with Randall Ware during the first weeks of our 2010-2011 Avery ES school year has been so helpful! He was instrumental in getting our e-marketing tool through iContact running immediately and smoothly. We were able to thank our new PTA Members upon joining and sent out a Welcome Letter so our members could see instant results for joining our PTA. We were able to promote our first Spirit Night through iContact resulting in a last minute Spirit Night being a huge success! Randall has been available after hours both by cell and email to help get everything going for our PTA. The compliments we have received already about our email campaigns have been great! Another success so far is our meeting with local businesses in the Avery community concerning the CAP program. We have verbal commitments and I know when Randall presents the entire program to these interested businesses- Avery Elementary, Avery ES PTA and the community will benefit from the CAP program in our district.”

Janice Ritchey, Marketing Education Teacher, McEachern High School, District 9

McEachern DECA program has opened a Coffee House on the school grounds that the students will run. They will be learning community specific marketing and the importance of investing back into the community. The coffee house will be assisting McEachern PTSA in increasing PTA membership by offering exclusive discounts on the CAP network to parents, students, and teachers that join PTA. They will also have membership campaigns at the coffee house. What a wonderful way to teach young students about investing in their community! Below is a link to McEachern HS Coffee House Proud CAP Member:

<http://www.247econnect.com/mhs.pdf>

Note too the teacher's comments about CAP:

“Georgia PTA's CAP program is a wonderful classroom tool. It allows me to engage my students in real world applications such as e-Marketing, entrepreneurship, and small business ownership. It is also a vehicle to teach students the importance of social responsibility and ethics. My students can use the CAP program applications just like they are being used in industry today including social marketing, conference calling, and video messaging. What a terrific way to bring the community into the classroom.”

Karleen McNabb, Jessye Coleman Council PTA Membership Chairman, District 9

“The new CAP program that I demonstrated this week with Randall Ware was quick, simple, and highly user friendly for entering new PTA Memberships. With the capability to download membership information from CAP, Membership volunteers will be able to enhance their in-house Membership reports, save data entry time, and easily transfer their membership data for other uses. I especially look forward to using the teleconferencing tools for communicating with my 18 Membership Chairpersons. Best of all, the CAP membership program is available for our schools to use at no cost! Thank you for giving us a new choice in how we send our PTA Memberships to the GA PTA.”

Marcia Keise-Coward, DeKalb County Council PTA President, 2010-2012

“Wanted to let you know that in DeKalb we have experienced what is meant when you say membership has its privileges! A couple of weeks ago, we joined the CAP program. On that same day we had an urgent need to meet with a local unit PTA who was struggling to get started and was not ready to help with their school's first day of school. We decided to meet via conference call. Not only were we able to meet for several hours that was necessary to get the job done, we were also able to share documents, draft a budget for all to see. This is all Thanks to dim-dim conferencing - feature of the CAP program. Who would think that a Principal, council members and Executive committee officers could meet on a Friday evening? Well, we did! We accomplished much that evening and plan to do a lot more "dimming" in the future. Not only was it easy to use, It was most convenient.”

Tom Cangelosi, Cangelosi's Pizzeria, Powder Springs, Georgia

“This relationship is very important to me from both a personal and business perspective. I chose to open my business in my hometown to become more involved with the local community. We wanted our restaurant to become a neighborhood gathering place where members of the community could meet for a variety of occasions. Our relationship with CAP has enabled us to support local schools and increase awareness of our business. This is a win-win for both of us. It has opened the door for creative ideas to recognize students, teachers and parents and strengthen our ties to the local Powder Springs community.”