



Florida PTA ZIM Questions

MemberHub as a Tool for Building & Growing Membership

1. How do you get information to non-members? What does the site join link do? Does it require them to sign up for MemberHub, and then take them to the page you are trying to share, or do they then have to navigate to the right page themselves? Please explain how to get everyone on MemberHub.

Opening your **Site Join** is a great way to be inclusive with your communication and volunteerism. This allows community, parents, and families to join your MemberHub **WITHOUT** purchasing membership to your PTA.

To set up your **Site Join Page**, go to your **Admin Console**, select the tab **Site Join**. Follow the prompt to '**Open Site Join**' and you will see a sharable link. Below the shareable link is editable information that is displayed on the **Site Join** page. Feel free to edit that or leave the default information. You then want to **SHARE the link!** Post on social media, have your principal send out in their communication, make a flyer with a QR code to the link. **GET THE WORD OUT!** The more you spread the news about what your PTA is doing, the more people will want to join – using your MemberHub Site Join gets everyone into one spot for easy communication.

Once your site join has been 'opened' and you want to make changes, you go to your Site Join tab in Admin Console and select '**Site Join Page Settings.**' You can always grab the sharable link there too.

1. For the **Site Joins** do they see if you accept or reject their request?
The person who submits the information via Site Join will need to be accepted or rejected. They do not receive information if they are rejected and if you accept them, they get an email that prompts them to create a login/password.
2. I tried using sign ups this week, but the link did not open. Do I have to have a slot? I was looking for volunteers.
Without knowing the exact situation, we cannot be sure exactly why your signup link did not work for you. If you are looking for committee members or just plainly volunteers, you do not need a time slot – you can utilize the 'Item' line. For people to see your signup in MemberHub, they do need a login/password.
3. Once they purchase memberships from the MemberHub store, must they log in and create a password on MemberHub to receive all the PTA info from us?
Great question! Once someone purchases a membership from your MemberHub store they absolutely **DO NOT** need to login to receive communication **AS LONG AS** their email is on file. Any communication/messages sent through MemberHub go straight to the members email inbox. They do, however, need to have a login to review signups, calendar, files, and other features in MemberHub.
4. When a purchase is made via MemberHub how does it notify the unit that a purchase of an item such as spirit wear be made so that the order can be filled?
Currently, PTA's need to login to their store to see purchases – **HOWEVER** – coming soon will be the option to 'opt in' to receiving an email each time something is purchased in the store. You can see this option in the backend of the store under 'Settings.'
5. Do you have to use Stripe, or can you use PayPal?
The MemberHub store only utilizes Stripe.

6. How do you recommend getting information out to new families or people who currently are not signed up through MemberHub?
As mentioned above, get creative! Flyers, Social Media, Principals, Banners in carline, you dream it and you can communicate it! Have that Site Join open or push for membership. Once their email is in MemberHub you can communicate with them.
7. How are you engaging the teachers? Do they join the Hub on their own or did the principal share it?
When we started last year, we encouraged PTA membership which automatically added them to MemberHub. Others joined via Site Join. We communicate weekly with faculty/staff and just kept pushing it. This year we are lucky enough to have 100% teacher/staff membership and therefore they get our emails.

We also have a Teacher/Staff hub that is 'closed' – meaning only those Admins add can be in there. We got a full list of teachers/staff emails from our school and added each of them in.

Engaging with your school administration can be a great tool. Some will offer incentives for joining like comp time, or your PTA can reward them in other ways for joining, such as classroom supplies!
8. Did you hold anything back to encourage actual membership?
Nope! We truly believe that if you build it they will come. We have had amazing success with just building communication and attitude. Our membership nearly doubled last year!
9. Is there a way to conduct a parent engagement survey in MemberHub?
There is not a 'form' or 'survey' feature with MemberHub – but you can certainly make a 'free item' in your store asking for that information you are searching for with a survey. We have created surveys in Google Forms and then shared that link via our MemberHub messages.
10. When you launched MemberHub initially did you also offer paper membership, or did you just go cold turkey?
Cold turkey. We felt that if we gave the opportunity to 'do it how it's always been done' we would not have the buy-in with MemberHub that we were looking for. On the occasion we do make exceptions, but we do not advertise or send home order forms for Membership. In fact, the ONLY item we offer cash/order forms for is our yearbooks. Absolutely everything else is sold in our MemberHub store.
11. Do you also send out reminders to renew membership dues?
We did send an email to last years members over the summer reminding them that it was time to renew.
12. If you have a company's website for shirt orders can you link that to the MemberHub?
There are three great ways to share a partner link. Dashboard Feeds and Links (found in the Admin Console, Settings tab) Sharing the link through MemberHub Messages, and lastly utilizing MemberHub Website feature and adding the direct link through there.