PTA membership Marketing themes

Food/Ice Cream

* Get the Scoop (ice cream)

Sports/Teamwork

* Join the Team (baseball)
* Hit a Home Run with PTA
* Be Part of the Team

Grow/Garden

* Watch Us Grow (each class has its own vegetable for a display board)
* Help Us Grow (tree in school lobby is filled with apples representing membership)
* Be a Part of the Bunch (grapes)
* Reap the Rewards (Harvest Theme)
* Branch Out With PTA

Invest

* Invest in Children (piggy bank)
* Invite, Involve, Invest

Olympics/ Go for the Gold

* Winter Olympics
* Olympics
* Go for the Gold (Olympic or rainbow)
* Pot of Gold

Build

* Building a Better Community
* Lend a Hand
* Help Build a Strong Foundation

Treasure/Pirate

* Pirate Treasure
* Our Children-Our Treasure (Pirate Chest)
* Every Child a Treasure
* ARRR You Ready to Join? (Pirate Theme)

Space

* Space/Flight/Balloons
* Soaring with Eagles
* Up, Up and Away (balloons)
* Blast Off to a New Year (space)
* Come Blast Off With Us
* Blast Off to Learning
* Reach for the Stars
* Marvin the Martian
* PTA is Out of this World
* May the Membership be with you… (Star Wars Theme)

Animals/Insects

* Wagging Your Way Through PTA
* Bee a Part of PTA
* Millie the Millipede
* Be Part of the Wolf Pack
* WHOOO can Join PTA? (Owl Theme)

Race/Cars/Trains/Busses

* Zoom to Success (race cars)
* Route 66
* Come Join Our Crew
* Hop on Board the Membership Train/Bus
* Dragon Dash
* Race to the Finish

Showbiz/Adventure/Circus

* PTA Rocks (using gold and platinum records)
* Hollywood Stars
* Starzy (Hollywood/Oscar campaign)
* Roll Out the Red Carpet
* It’s Showtime! And You’re the STARS of the Show!
* Survivor
* Come Join the Big Top (circus)
* Be Part of the Adventure (Adventure Theme)

Wave/Boats/Fish

* Dive into PTA
* Catch the Wave, Join PTA
* Raise the Tide
* Catch the Birney Wave
* Ride the Wave of Success
* SS Membership
* Sail Away with PTA
* Get Hooked on PTA (fish)
* Fishing for Membership

World/America/West

* Reach Across the World
* America
* Uniting a Community
* The Wild West

Voice/Heard

* PTA- Your Voice in the School
* Let Every Child Be Heard

Join

* Don’t Delay-Join PTA
* Smile, Join PTA (incentive smiley ball)
* Join Our Family Tree

Connections

* Celebrations and Making Connections
* PTA- Where Do You Fit In? (puzzle pieces)
* Stay Connected (cell phones, computers, even Legos and handshakes)
* Membership is One Piece of the Puzzle
* Connecting Families and Schools

Key

* You are the Key to PTA Success
* Carving Keys to Success / Unlock the Future
* Unlock The Benefits to PTA

Fitness/Dance

* Footprints Worth Following
* Let’s Get Moving into Membership

Arts

* Painting a Brighter Future
* Every Note is Important (Music Theme)
* Use Reflections Theme all year

Team/Together

* Be a Part of the Team
* Better Together
* It Takes a Village

Make it….

* Make it Happen
* Make Your Vote Count

Miscellaneous

* Kids are the Heart of PTA
* The Magic of Membership
* Super Hero – Join the League
* Mad as a Hatter
* Inching Your Way to PTA
* Get PTA Fever (Thermometer Theme)
* A MINION Reasons to Join PTA
* We want SMORE Members to Join PTA (camping theme)
* PTA – Working In Harmony (music theme)
* School Mascot
* Moustache Theme