**We’ve heard from you 😊**

**Other Useful Membership Ideas and Tips**

**Tips for promoting membership**

* Invite everyone. Students can join any PTA/PTSA, one does not have to be a parent. Encourage signup

of extended family members.

* Host a PTA table at any/every community and school event with brochures and cards so people can join.
* Use a central theme and maintain it/refer to it throughout the year.
* Display membership campaign graphs or charts for school and/or classrooms in highly visible locations so everyone can see membership increase.
* Tie membership drive to spirit day.
* Have parties for 100 percent participation.
* Encourage envelopes to be returned, even without money.
* Clarify that joining and volunteering are not the same – “You can support the work of PTA by joining.” and, “There’s no time commitment when you join.”
* Make everyone aware of what is available at school due to PTA's efforts.
* Maintain communication with parents and all members.
* Ensure that information is available in the languages of the community.
* Send home a folder with PTA information.
* Provide information on programs, how funds are used. Emphasize that all members have a vote.
* Empower members to use the PTA board as a voice in community.
* Use students to motivate parents and staff to join.
* Ask the principal to speak at back-to-school night about what PTA provides for the school and how much PTA is valued.
* Write to local newspapers discussing the importance of PTA membership to the community.
* Have the community donate a staff a membership – so staff encourages every family to join.
* Record an inexpensive “Movie”: “A Day Without PTA” to show what PTA does.
* Provide space on membership form for designating where PTA money should go (e.g. technology,

field trips, staff grants).

* Post a banner announcing membership drive.
* Encourage individual classroom goals.
* Place a poster in every classroom – for every membership campaign and to indicate progress
* Provide incentives: tickets to a carnival, ice cream party, movie days.

**Keys to successful membership campaigns**

* Ask local merchants to donate coupons as incentives.
* Meet with kindergarten parents the first week of school.
* Have PTA volunteers at orientations and on the first day of school to welcome parents and students with maps of the school and a packet of PTA information including an invitation.
* Have a “cry room” for kindergarten parents with coffee and doughnuts.
* “Each One, Reach One” – bring one new person to a PTA meeting.
* Provide a school calendar or directory with each membership.
* Create a laminated bookmark specifying what PTA provides (vs. foundations, if applicable).
* Provide incentives year-round for joining.
* Offer “Volunteer Bucks” to redeem at carnivals or other events (good ideas for joining or volunteering).