

Membership Ideas

generated in the Idea Exchange Conference -

at the California State PTA Convention - 2006

The most successful tips . . .

- Seek business memberships
- Use students to motivate parents and teachers to join
- Tape an inexpensive "Movie": "A Day without PTA" to show what PTA does
- Provide return envelope to send card
- Kits for membership
- Tie membership drive into spirit day
- Have parties for 100% participation
- Sign up extended family members
- Provide space on membership form for designating where PTA money should go (e.g. technology, field trips)
- Chart to indicate membership numbers as they increase
- Banner announcing membership drive
- Individual classroom goals
- Provide incentives for teachers to join
- Have principal become a "human sundae" if goal is met
- Encourage envelopes to be returned, even without money
- Send home folder with PTA info
- Empower members to use the PTA Board as a voice in community
- Poster in every classroom – both for membership campaign and to indicate progress
- Incentives: tickets to a carnival, ice cream party, movie days

For ELL/Diverse Cultures . . .

- Go to ELL Advisory meeting with a translator and explain what PTA is
- Hold multicultural event to involve everyone
- Have a committee for each "group" in your community
- Recruit parents to help with language challenges

How do you promote membership and get non-parent participation?

- Send home or mail PTA newsletters
- Write letters to city council, elected officials, school board encouraging membership
- Attend Rotary, Optimist, Kiwanis Club meetings and recruit their members
- PTA table at any/every community event
- Clarify that joining PTA and volunteering are NOT the same
- Write to newspapers discussing importance of membership to community
- Give school calendars as incentive
- council "bucks" to be used at auction (for PTA "stuff") at end of year council auction

Ideas for increasing membership

- Have local merchants donate coupons as incentives
- Meet with kindergarten parents first week of school
- "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
- Incentive: \$5 membership provides \$5 Book Fair credit
- "Volunteer Bucks" to redeem at carnivals or other events (good ideas for joining or volunteering)
- Free pancake breakfast or root beer floats with proof of membership

***Motto: If you do not ask,
the answer is already NO!***