

DEVELOP STUDENT MEMBERSHIP

SOME HELPFUL HINTS ABOUT ENCOURAGING STUDENT MEMBERSHIP:

- ❑ Ask for help. Most students are willing to help if asked.
- ❑ Stress PTA/PTSA results. Students need a mental picture of how things in their schools and communities will be improved by their participation.
- ❑ Publicize all PTA/PTSA achievements, benefits, and upcoming activities through surveys, literature, forums, or social events.
- ❑ Set up a bulletin board with pictures and notices of PTA/PTSA programs in a high-traffic area of the school or community.
- ❑ Keep people who make referrals, such as counselors, administrators, and teachers, informed of PTA/PTSA programs for students.
- ❑ Telephone parents to explain what their child will be doing or make a home visit to meet parents personally.
- ❑ Make a presentation before the student council stressing the advantage of PTA/PTSA membership for students. Enlist the council's support and listen to members' ideas for involving students.
- ❑ If possible, start with a core of students who are already involved in PTA/PTSA. Use them as your public relations team.
- ❑ Have a student be membership chairperson or assist with your membership drive. Encourage student members to recruit their peers.
- ❑ Emphasize that PTA/PTSA can be fun, using logos, T-shirts, music, and drama to spark interest.
- ❑ Hold "each one reach one" recruitment drives in which every student member agrees to bring another student into PTA/PTSA. Use PTA leadership materials, media, legislative programs, etc., to show what PTA/PTSA does.
- ❑ Help students realize that their membership is an integral part of your PTA/PTSA, not just a temporary goal. Students should be part of the recruitment process as well as its result.
- ❑ Conduct a specific, meaningful, short-term, school-wide project, the success of which will garner interest in a more intensive PTA/PTSA experience.
- ❑ Conduct campaigns to educate students about the needs they can meet. For example, provide information about violence prevention, arts education programs and legislative initiatives.
- ❑ Make sure the administration and school commitment to PTA/PTSA is clear to all students. Feeling that PTA/PTSA is a meaningful part of the total school experience can be a motivating factor.
- ❑ Show role model support by using "star" endorsers. These "stars" might include school leaders or teachers who participate in PTA/PTSA activities.
- ❑ Demonstrate support by providing public awards for student involvement via news media, announcements in student newspapers, assemblies, etc.
- ❑ Concentrate on attracting students who might not ordinarily participate.
- ❑ Show potential members how PTA/PTSA activities relate to special interests such as art, writing, health and safety, legislation and conservation.
- ❑ Stress the following basic benefits:
 - Feeling good about helping the school and community.
 - Being with friends.
 - Learning new skills.

Adapted from National PTA, Annual Resources for PTAs