

CHECKLIST:

YOUR BACK-TO-SCHOOL MEMBERSHIP DRIVE

- Develop a team specifically to recruit new members.
- Develop a plan for the entire year for attracting new members and retaining current members.
- Establish goals that are ambitious, but attainable.
- Assign specific tasks to team members and dates for their completion.
- Make everyone feel welcome and provide ongoing training.
- Model inclusiveness, particularly on your membership committee. Your PTA should mirror the demographics of your community.
- Make use of key resources, membership brochures, and information on PTA websites (www.capta.org and www.pta.org which includes National PTA's Great Idea Bank).
- Develop a membership brochure that provides local, state, and national benefit information. Include contact information so interested individuals can contact your PTA about joining.
- Take advantage of back to school enthusiasm. Draft a letter or invitation from your president for use in direct mail campaigns, newsletters or to be handed out at school/community events inviting attendees to become members (see the "Guidelines for an Invitation Letter"). Prepare a "why you should join PTA" presentation and sell the value of PTA membership.
- Use every PTA or appropriate school event to recruit members. Have a membership table and materials at every school and PTA event.
- Make it easy for new people to join by *asking* them to become members.
- Design a visual representation of your growing membership for display at your school, and publish or announce your membership count in newsletters.
- Include articles about membership and a clip-out membership form in every issue of your newsletter or the school newsletter throughout the year.
- Collaborate with other PTAs that have been successful in their membership efforts to identify best practices you can use in your PTA.
- Evaluate and update your plan by seeking feedback from members about their reasons for belonging (or thinking about leaving).
- Celebrate your membership growth!