

Membership Idea Exchange for Elementary PTAs



TOPIC:

*Campaign: theme, outreach, contest prizes....
Share the most successful "tip" for your membership*

Themes:

- fish tank theme – an aquarium for the class or school is the prize
- sport team pennant theme
- Aloha theme: 1 coconut = 1 member; luau is the prize
- Blast Off!
- Reach for the stars
- Grow with us: 1 leaf = 1 member or flowers that "grow"
- Jungle theme: 1 banana = 1 member
- Working in harmony: use music scale
- Monkey theme: move monkey up a tree for participation
- Branch out: tree w/leaves for each member, apples for each teacher
- Paper clip chains
- Spin to win: 1 spin per membership
- Catch the Wave
- Race Track
- Pizza theme: crust + cheese + sauce
- Wall of Fame

Incentives

- BBQ for class, grade, or school as a prize
- Ice Cream Social: scoop for each membership
- local merchant discounts for members
- to acknowledge teacher participation, award small denomination gift cards (Starbucks, etc)
- Principal “performs” (or does something wacky, risky, etc) for 100% participation
- Provide school directory to members
- Picnic for class, grade, or school as a prize
- movie party for class, grade, or school as a prize
- “Get out of homework” passes (with teacher approval!)

Ideas

- At kindergarten orientation
 - describe to parents what school would be like with/without PTA;
 - explain what PTA has “picked up” that district cannot fund
- Solicit business sponsorships to show community involvement

TOPIC:

What strategy would you incorporate for increasing membership and participation in PTA when there is a significant English language learner (ELL)/mobile demographic?

- board liaison
- bilingual meetings
- member survey
- volunteer survey
- recruit translators and provide headsets
- keep parents informed
- Special Ed PTA: focus on advocacy
- Parent Ed: workshop for parents on parenting, technology, etc
- schedule ELL meeting just before PTA meetings
- English Language Advisory Council (ELAC)
- Dad’s Club
- Special Ed chair as part of PTA board
- Diversity Week with Family Fun Night
- multi-cultural events
- cultural assemblies
- representation of any “special group” on PTA Board
- survey special needs care providers for ideas

From roundtable discussions:

Membership Idea Exchange for Elementary PTAs, Workshop # 313, Convention 2007

Effective Membership Campaigns at Secondary Schools



What are the strategies you use to engage parents to come to PTSA meetings?

- partner PTSA meeting with another student event
- use email in multiple languages
- email; electronic newsletter in multiple languages
- teacher participation: if meeting is during school day, ask principal to “sub” in a class or
- couple meeting with a Parent Ed event
- coffee with the principal (vary day and time)
- personal contact/invitation to a new parent or member
- free food
- use telephone system (all call) to communicate meetings
- use PTSA membership as “free entry” to special events (sports?) and speakers

How do you involve students in your PTSA?

- ask civics class teachers to help spread the word
- raffle a bike: ticket per membership
- ask ASB leaders to join – and promote that
- publicize leadership training
- publicize scholarship opportunities
- student rep on PTSA board/Student Committee

From round table discussions:
Effective Membership Campaigns at Secondary Schools,
Workshop #513 Convention 2007