

Developing a Membership Theme

It is never too early to plan ahead. Developing a membership theme for your PTA is an important and fun group activity for your board. Choosing just the right theme for your PTA can make a big difference in your membership growth for the year. The following ideas give your board some food for thought.

Building and growing themes are always popular. Showcase your relationship with members, the stronger future you're creating for children and the growing strength as we work for all children. In a building theme, you might have a display of competing classes working to build a schoolhouse, using bricks to represent members. In a growing theme, consider displaying a tree and use leaves to represent the members.

Climbing and reaching are popular as an analogy of reaching for goals and climbing in membership. You could create a mountain where each class represents a mountain climber, or use an outer space theme where each class can "*Reach for the Stars.*"

If you have a **local event** that is widely known, you could build membership themes that tie into that event. For example, some county fair grounds have horse races - so PTAs could have horse race membership drives. You might provide each class with a jockey on a racehorse and have them design the silks the jockey wears. You could design a display like a race track with the stretch showing graduated markings like furlongs, each representing a certain percentage of membership and move the horses along the track as their membership increases. The same concept works with car racing in localities with speedways and auto racing events.

You could also build themes around your **school mascot**. For example, if the mascot is an eagle, then you could do a theme along the lines of "*Soaring with the Eagles,*" and use eagles to represent each class.

You might offer an **incentive** such as an ice cream party or a skating party (whatever works for your school, motivates your families and fits within your budget) to the class with the highest percentage of membership or to any class with 100% return of membership envelopes (even if the envelopes are empty). Consider holding a school-wide PTA membership celebration and convince the principal to perform a wacky stunt.

Many of these ideas have been used before, but the creativity of your board will make your membership activities special and unique. Ways to illustrate your theme and build enthusiasm are limitless. The more visible your creation, the better it serves as a reminder to families, teachers, staff and the community that **PTA supports students and their education.**

Good luck and have fun!

Adapted from postings on the Leadership Bulletin Board: pta.org.