



Membership Development Calendar

June

- Review the results of previous year's membership plans.
- Meet with the Membership Committee and develop a plan of work.
- Send invitational letter to parents and teachers encouraging membership in PTA.
- Remind treasurer to send per capita through channels to qualify for **Early Bird** and **Chairman's Club** awards.

July

- Attend any PTA training offered.
- Plan membership promotion, an incentive program and awards.
- Choose a membership theme.
- Order membership envelopes.
- Write letters of invitation to join PTA.
- Prepare budget request.
- Ask your local governing officials to proclaim September as "PTA Membership Month."

August

- Set up membership tables at registration and orientation sessions, such as Kindergarten Orientation and Back-to-School Night.
- Prepare a "Welcome Packet" for new members.
- Complete plans for September "PTA Membership Month" and arrange for publicity.
- Decide the process to ensure that each member gets a membership card.
- Plan now to apply for the Membership Creativity (My PTA/PTSA) award.

September

- Celebrate Back-to-School month.
- Set up a booth at all events to display PTA materials and discuss the benefits of belonging to the PTA. Use this opportunity to build and demonstrate the school-PTA partnership.

October

- Contact parents, teachers and staff who have not joined. Let them know their support is needed and valued.
- Provide membership list to PTA secretary.
- Remind treasurer to send per capita through channels to meet the "first required remittance" due date.

November

- Ask committee members to make personal contacts, either by visits or phone calls, to all parents, teachers and community members who have not joined.
- Request additional membership cards from your council or district if needed.
- Inform the local unit members of the progress the group is making toward the membership goal.

December

- Thank all who are helping. Consider an appreciation event.

January

- Evaluate progress and review plan for the second phase of the membership campaign.
- Make the membership list available to the nominating committee.
- Finalize and submit award application for Membership Creativity (My PTA/PTSA).

February

- ❑ Honor someone from the PTA or a community member at Founder's Day who has performed outstanding service for children with a California State PTA Honorary Service Award. Have a "Join PTA" table at the event.
- ❑ Register to attend the annual California State PTA Convention.

March

- ❑ Remind the treasurer to remit final membership dues through channels to be counted for the year's total.

April

- ❑ Evaluate the year's progress and make written recommendations for next year.
- ❑ Provide an updated membership list to the secretary and treasurer.
- ❑ Again, thank all who assisted in any way.

May

- ❑ Celebrate the unit's accomplishments! Inform members of PTA's membership achievements.

June / July

- ❑ Make sure that all records are in order.
- ❑ Present procedure book and records to the incoming membership chairman or president. (Procedure book should include an accurate financial accounting of the number of members and the

amount of dues sent to the State office.)

- ❑ Include an outline of the year's planning, those responsible for each activity, a roster of the membership committee, and a copy of the evaluation with recommendations.

Please note:

If your school calendar is not September to June (or you are year-round), you may need to adapt this calendar to meet your needs.

10 TIPS FOR LAUNCHING A SUCCESSFUL MEMBERSHIP CAMPAIGN

1. Develop a recruitment team and formulate a goal
2. Target potential members
3. Make **everyone** feel welcome
4. Model inclusiveness
5. Make use of key resources
6. Sell the value of PTA membership
7. Collaborate with and learn from others
8. Assist with service-learning initiatives
9. Implement your PTA's membership recruitment and retention plan
10. Evaluate and adjust as needed

Provide the opportunity to join PTA at every event and program.