

TIPS FOR ASKING People to Join Your PTA

Be yourself. If you are genuine and your reasons for joining ring true, people will be more likely to join. Use your own experiences - explain why you joined, and why you believe it is a good organization with which to be associated.

Be enthusiastic. When you show excitement and enthusiasm for PTA, it is infectious. If you are uninspired, so are the listeners.

Challenge them. Tell prospective members what PTA has accomplished in the past, and challenge them to contribute to the bright future of PTA at your school.

Don't apologize. You don't have to apologize for doing good work and asking for people to join as long as you are conscientious and respectful.

Come prepared. Showing up is half the battle. Having things organized and usable is the other half. Your attention to detail strengthens the reputation of PTA and demonstrates respect and concern for the potential member's time.

Don't wait until the last minute. Many people put off the "unpleasantness" of asking for membership dues until the very end of a meeting or event. If you leave this important task to the end, you may run out of time, or not be able to answer questions about PTA.

Bring backup. Always bring another volunteer to help you. People join for different reasons, and talking to other members often sells people on PTA. Ask a member to give a testimonial as to why he or she joined, and why joining is important.

Don't be argumentative. Sometimes you just have to accept "no" for an answer. While it's okay to clarify misinformation others may have about PTA, don't try to change their minds. Be respectful of other opinions and choices. If you show understanding now, you won't turn people off to the possibility of joining at a later time.

Make lemons into lemonade. Sometimes even the most reluctant person can be turned around. Don't let concerns or complaints go unresolved. Word-of-mouth alone may cause others to be hesitant about joining.

Don't take rejection personally. If the person you ask to join PTA says "no", think of it as his/her decision to not take advantage of the opportunity you offered at this time. Be sure to ask again later – the answer may be different.

Follow through. If you promise someone an answer - get it. If you agree to meet somewhere - be there.

Thank them. Everyone appreciates acknowledgment. Thank people for their support when they join. Thank non-members for their time. Thank everyone for their attention. If prospective members know their membership not only makes a difference, but is appreciated, they will be more likely to join.