

Membership Idea Exchange Elementary PTAs

Ideas shared at the California State PTA Convention, May 2008

Membership Themes and Implementation Ideas

Fuel PTA: Join PTA today! Don't let the programs that PTA offers run out of gas

- Provide energy saving tips to people who join PTA
- Donate funds to school district for transportation costs for field trips
- Give eco-friendly goodie bags to teachers who join PTA

Come Join Our Crew: Pirate theme

- Create a pirate flag pole and raise the flag as the membership increases
- Give a pirate hat to teachers who join PTA
- Place gold coins in a treasure box for each membership
- Hold a pirate party with complimentary admission for PTA members. Charge admission in the amount of membership dues for non-members – they can then become members.
- Principal and membership chairman “Walk the Plank” into blue gelatin at the end of the campaign.

Harry Potter: Magic Theme

Create a magical PTA membership drive using the following acronym:

- **M** – Membership
- **A** – Association
- **G** – Giving
- **I** – Inspire
- **C** – Character

Join our SENSEsational PTA

- Give each new member a small packet of bubble bath, or sachet
- Give each new member a small packet of cooking spice

PTA Membership Benefit Ideas

- Hold a raffle of donated goodie baskets for PTA members.
- Provide discounts on purchase of yearbooks.
- Provide discounts on items at school family-night events.
- Create a partnership with local health and fitness clubs: provide donated discounts for club memberships.
- Create a partnership with local family attractions / amusement parks: provide donated discounts for admission.

Other Membership Campaign Ideas

- Secure a PTA table at registration or Back-to-School Night. Prospective members can peruse the PTA table (strategically located near cash register) while waiting to pay for school supplies.
- PTA Welcome: PTA volunteers come to campus early on the first day of school to welcome parents and students. Have maps of the campus showing where each classroom and teacher is located. Attach an invitation to join PTA and a membership envelope to the map. Have a “cry room” for new kindergarten parents and offer donuts and juice.
- Advertise PTA membership benefits in the school office and school newsletter.
- Have a bulletin board in the school office to announce current and upcoming PTA events.
- Hold a year-round PTA campaign and have PTA membership envelopes on hand at all times.
- Take digital photos of children with Santa Claus. Members pay a discounted fee.
- Include PTA information and a membership envelope in the school registration packet.
- Have the principal and PTA president speak at Back-to-School Night and explain the benefits of PTA and how the PTA funds are spent at the national, state, district and local levels.
- Hold a pancake breakfast for teachers who are members prior to the first day of school.
- Hold a kindergarten “tea” or Kindergarten Day at the park to welcome new parents to the school and invite them to join PTA.
- Hold a root beer float party and show vintage children’s movies at the conclusion of the campaign.
- Translate all PTA membership materials into languages appropriate for the demographics of the school population.
- Display classroom membership campaign graphs in highly visible locations.
- Place a provision on the PTA membership/volunteer letter that offers the member a choice of how they want to advocate:
 - I would like to be volunteer member
 - I would like ABC PTA to advocate for my child

