

PARTNERING IDEAS FOR PTAs

A great way to experience growth in membership and in stature is to hold events with local businesses and organizations.

Listed below are a few events hosted by PTAs to boost recruitment efforts.

| EVENT | BUSINESS |
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| Bike safety rodeo | Local police and Insurance companies |
| Community development | City council |
| Read-a-thon | Local libraries |
| Safety: traffic, home, school, playground | Local police and fire departments |
| Education and arts fair | Community groups with expertise in dance, crafts, storytelling, and science |
| Info share | Local organizations and professionals |
| Literacy program | Senior citizen groups and local libraries |
| Public service announcements | Local radio or television stations |
| Work fair/Career day | Area businesses |
| Discount incentives for members | Area businesses |
| Health and safety fair | Area health organizations |
| Forum on special-needs children | Assistance groups for people with disabilities |
| Adopt-a-grandparent program | Retirement homes, senior citizen groups |
| Mentoring programs | Business leader groups, other service organizations |
| Local History & Storytelling | Historical society |
| Tutoring program | University/college student organizations |

Adapted from National PTA's Membership Recruitment and Retention Manual