

Membership Idea Exchange for Elementary PTAs

Ideas shared at the California State PTA Convention workshop, May 2009

1. Keys to a Successful Membership Drive

- Promote your PTA membership theme throughout the year.
- Use a central theme for all PTA programs and maintain throughout the year.
- Educate your board about PTA so that the board can educate the school community about PTA.
- Offer member discounts on items such as the school yearbook.
- Hold events that include the entire population of the school.
 - Host multi-cultural festivals.
 - Develop a program where classrooms “adopt” staff members.
 - Plan teacher appreciation activities.
- Offer memberships to students at a reduced membership dues rate. (Membership dues are outlined in the bylaws. Any change in dues structure requires a bylaws change and approval of the California State Parliamentarian.)
- Award students for joining PTA with book fair bucks.
- Remind students that some programs are available at the school because parents and students join PTA.
- Invite all teachers and staff to join PTA.
- Hold a teacher luncheon in September and encourage teachers to join.
 - Fold membership flyer/envelope into napkin with flatware so each teacher receives membership information.
- Offer free yearbooks to teachers for promoting membership.
- Hold fun and exciting “Member Only” events.
 - Free for members
 - Full price for non-members.
- Maintain face-to-face communication with parents.
 - Approach parents during daily drop-off and pickup of students.
 - Every Friday, meet with kindergarten parents.
- Ensure that PTA information is available in all languages of the community.
- Award top membership sellers/classrooms.
 - Family movie night under the stars
 - Family star gazing night
- Tell parents that it’s okay to join PTA even if they can’t help during activities/events.
 - Simply by joining PTA, they show their appreciation for PTA sponsored events/programs.
 - Joining PTA supports all children at the school.
- Inform all parents how PTA funds are used.
 - Show an accounting of PTA expenses.
 - Describe PTA programs (strive to include all students in PTA programs).



2. Membership Theme & Campaign Ideas

- Marvin the Martian
 - PTA is out of this world.
- Wags the Dog – Wagging Your Way Through PTA
 - Each member receives a dog tag.
 - Have a canine presentation.
- *SS Membership* – membership boats
 - Keep PTA Afloat
 - As each new member joins, add another passenger to the boat.

Membership Commission

- Millie the Millipede
 - Help make PTA a million voices strong.
- Come Blast Off With Us – rocket ship theme
 - Rewards
 - Outreach
 - Community/Communication
 - Knowledge
 - Education
 - Teachers
 - Support
 - Help
 - Inspiration
 - Participation
- Hop on Board the Membership Train/Bus.
 - Each member is added as a passenger to the train/bus as they join.
- Sam - little boy
 - PTA supports each student and is back to basics.
- Pat – Before & After PTA
 - Sad Pat – before PTA support
 - Happy Pat – after PTA enrichment programs
- Starzy – Hollywood/Oscar campaign
 - Red carpet for members
- Come Join the Big Top – 4 Ring Circus
 - Different rings based on total membership
 - Horse
 - Elephant
 - Lion
 - Teachers
- We Roar / Zoommm to Success – race cars
 - Pit crews – students and parents
 - Drivers – teachers
- Sail Away with <Name of School> PTA
 - Pirate theme
 - Send PTA welcome/information letter home
 - Reward 1st/2nd/3rd top sellers
 - Offer Incentives
 - If student sells 5 or more memberships, the student has lunch with the “pirate captain.”
- Surfboards
 - Surfer is the teacher.
- Sundaes
 - Teachers are the cherry on top.
- Use the school mascot.
 - Have mascot change color as more members join.
- Each class is represented by a large picture of a cheese pizza.
 - As people join PTA, add a slice of pepperoni to that class’s pizza.
 - Each month, the class with the most pepperoni gets a pizza party.
- Membership Mascot – one school uses a giant sock monkey.
 - Set a weekly membership goal.
 - Classroom that meets goal keeps the membership mascot for the week.
- “Show Your Card” benefits
 - Provide free coffee and pastries for teachers once or twice a month.
 - Teachers must show their membership card to participate.
- Hold a Walk-a-Thon.
- Host a silent auction.

