

The **ABCs** of membership

Assess the needs of your members, what they expect from the PTA, and their special interests and abilities.

Boast of the accomplishments of your local unit and set new goals.

Communicate parent, teacher, and community concerns by providing well-planned programs and activities.

Demonstrate knowledge of how state and National PTA dues are used and by whom.

Encourage parents, teachers, and community members to work together on important issues.

Fathers are an important part of PTA.

Generate enthusiasm, and soon others around you will be inspired.

Help is at hand from your PTA district, and through California State PTA and National PTA resources.

Involve new and current members in activities.

Joining a PTA enrolls you as member to automatic membership in the local, state, and National PTAs.

Kick off your year-round membership campaign by publicizing it through all local media.

Listing members as they join and keeping an up-to-date roster is most important.

Membership is open to everyone throughout the year.

New ideas that come from brainstorming keep members out of a rut.

Open house is an opportune time for recruiting members.

Projects that are meaningful keep people interested and involved.

Question your members about their concerns and where they feel PTA should be putting its efforts.

Report on membership at each executive board and each general association meeting.

Share information with your members about legislation, health and education issues, and the progress of the many state and National PTA projects that have an effect on all children and youth.

Target dates for your enrollment campaign should be set; telephone contact is most effective at this time.

Uphold and be prepared to explain the National PTA Purposes and Mission.

Volunteers are ready to help; sometimes they are just waiting to be asked.

Without dues, the PTA cannot develop resources, publications, or services. Please be prompt when submitting your dues to your state PTA.

X number of membership cards are provided to each unit. Be sure each member gets one.

Your active volunteers are an integral part of a PTA. They provide that "personal touch" that is essential for a PTA to thrive.

Zealously promoting PTA and being welcoming and inclusive will lead to a strong membership.