

# 10 steps to membership success

## **1. Make it personal: Ask friends and family.**

Their membership supports the voice for your child and all children nationwide. Don't be shy. Ask, ask, ask!

## **2. It's a yearlong event!**

Keep PTA envelopes in the front office at school in a convenient, accessible place and have them available at school events all year. Remember that new students enroll throughout the year.

## **3. It's a group effort.**

Form a committee that will carry your school's membership message so you have a broader opportunity for outreach in your school and community. Create new ways to spread your membership message throughout the year.

## **4. Distribute cards.**

Find a variety of ways to get cards into your members' hands. This is a requirement that can benefit your members and assist in accountability. Create awards and/or discounts for card carriers on your campus and in your community.

## **5. Count your students in.**

Students are valuable resources as members and can take on an active role on your board. The potential contributions on your campus are endless!

## **6. Teachers are the "T" in PTA.**

Take the time to focus on bringing teachers on board as active members with input. Engage them as critical components of your school programs.

## **7. Provide opportunities for community supporters.**

Give local businesses a chance to show their support for children and education. Adopt businesses, or simply reach out and invite them to join with a big thank you that they can display in their businesses.

## **8. Kindergarten parents are the future leadership for an elementary school PTA.**

Attend the kindergarten roundup, ask for a minute on the agenda, and invite these new and enthusiastic parents to get involved! Be sure to suggest ways that they can help.

## **9. Invite school district leaders and school board members to trumpet the importance of PTA membership.**

Their affiliation with PTAs in your community is mutually beneficial. Encourage them to share in public meetings the many reasons why PTA and parent involvement contribute to student success.

## **10. I joined PTA ... did you?**

That old-fashioned button we used to wear still echoes a compelling question. Consider wearing it at Back to School night and other school events and functions!

