

Prepare your mid-year membership campaign

Did you know?

- PTAs that run more than one campaign a year have, on average, **20 percent more members**.
- Nationwide, approximately 18 percent of PTA members join in January and February.
- Running membership campaigns more frequently reminds your members that membership is everyone's business, especially if you weave membership into programs, activities, and general PTA work, too.
- January is not too late for parents to make a real impact on their children's education.



Lay the groundwork for success

- Ask your PTA board to explain to potential members what your PTA does for the children of your community.
- Determine whether your PTA/PTSA is meeting the needs of your members and community.
- Align your goals with the needs and interests of your members and community.
- Make sure you have the support of your principal and school staff.

Membership growth is a sign that your PTA is a vital and relevant organization that is making a difference in your community. If your PTA is an effective, respected, and fun association, people will be eager to join.

Tips for getting started

- Spread the word about your PTA, and emphasize the benefits of PTA membership.
- Position your PTA as part of America's No. 1 parent involvement organization.
- Invite parents and community members to join your PTA.

Answer the question "Why should I be a member of your PTA?"

- Advertise your PTA through newsletters, magazines, newspapers, websites, and marquee signs.
- Place posters and fliers on school and community bulletin boards and windows (with permission).
- Hand out stickers, brochures, and fliers at PTA and school events.
- Inform PTA members and potential members of special events.

Take advantage of second semester enthusiasm

- Tell your school community about the new opportunities to get involved in the new year.
- Send membership forms and fliers home with report cards and school reminders.
- Design a visual representation of your growing membership (e.g., a celebration wall to which party favors with new-member names can be added, a cardboard or illustrated tree to which leaves for new members can be added, a jar to which beans, marbles, or ping-pong balls can be added) for display in your school.
- Ask people to join your PTA – don't wait for them to offer. Have all the sign-up materials close at hand.

Promote membership whenever possible

- Set up your membership table at every PTA and school event. Maintain a current list of members in case people forget whether they have already joined.
- Publish a list of PTA members in your newsletter.
- Regularly include articles about membership and a clip-out membership form in your newsletter.
- Publish your current membership count in your newsletter. Check it against your goal often.

Adapted from National PTA website: www.pta.org