

Develop student membership

Some helpful ideas to encourage student membership in your PTA/PTSA

- ❑ Ask for help. Most students are willing to help if asked.
- ❑ Many high schools now require documented community service hours as a prerequisite for graduation. Volunteer hours with PTA/PTSA can be credited toward this requirement.
- ❑ The California State PTA grants numerous scholarships every year to graduating seniors throughout the state. One of the eligibility requirements is PTA/PTSA membership.
- ❑ Inform the student body that PTSA is more than fundraising; emphasize the advocacy and the legislative activities performed by PTA.
- ❑ Set up a bulletin board with pictures and notices of PTA/PTSA programs in a high-traffic area of the school or community.
- ❑ Inform counselors, administrators, and teachers of PTA/PTSA programs for students.
- ❑ Make a presentation before the student council stressing the advantage of PTA/PTSA membership for students. Enlist the group's support and listen to members' ideas for involving students.
- ❑ Survey students to determine their needs and interests.
- ❑ If possible, start with a core of students who are already involved in PTA/PTSA. Use them as your public relations team.
- ❑ Hold brief meetings on campus during the lunch periods or immediately after school (with administrative permission).
- ❑ Discuss the benefits of PTSA involvement and how students can collaborate with adult members to address students' needs.
- ❑ Encourage students to hold positions on the PTA executive board.
- ❑ Encourage student members to recruit their peers.
- ❑ Emphasize that PTA/PTSA can be fun, using logos, T-shirts, music, and drama to spark interest.
- ❑ Hold "each-one-reach-one" recruitment drives in which every student member agrees to bring another student into PTA/PTSA.
- ❑ Help students realize that their membership is an integral part of your PTA/PTSA, not just a temporary goal. Students offer valuable insight into issues facing today's youth.
- ❑ Collaborate with students to conduct a specific, meaningful, short-term, school-wide project, the success of which will garner interest in a more intensive PTA/PTSA experience.
- ❑ Conduct campaigns to educate students about the needs they can meet. For example, provide information about violence prevention, arts education programs and legislative initiatives.
- ❑ Make sure the administration and school commitment to PTA/PTSA is clear to all students. Feeling that PTA/PTSA is a meaningful part of the total school experience can be a motivating factor.
- ❑ Show role model support by using "star" endorsers. These "stars" might include school leaders or teachers who participate in PTA/PTSA activities.
- ❑ Demonstrate support by providing public awards for student involvement via news media, announcements in student newspapers, assemblies, etc.
- ❑ Show potential members how PTA/PTSA activities relate to special interests such as art, writing, health and safety, legislation and conservation.
- ❑ Telephone parents to explain what their child will be doing or make a home visit to meet parents personally.