

10 ways to involve men

- 1. Make the membership pitch relevant to males.** The No. 1 reason men join PTA is “to work to improve the school for the benefit of my child/children.” Therefore, explain how a father’s involvement in PTA:
 - Shows added interest in his child’s education and school activities;
 - Shows greater support for his child’s teachers and school; and
 - Improves relationships between parents and school personnel.
- 2. Use specific messaging and advertising aimed at men.** Be sure to show men’s involvement in your PTA in your communications to members and potential members.
- 3. Just ask them.**
- 4. Ask the women in your PTA to invite the men in their children’s lives to join PTA.** Moms can (and should) influence dads to join PTA!*
- 5. Create more volunteer opportunities and special events for dads.** Events aimed at fathers can raise awareness that other fathers are actively involved. When men see that other men are involved, they are more likely to join.
- 6. Emphasize that becoming a PTA member doesn’t necessarily involve a large time commitment.**
- 7. Give it to ’em straight.** Provide clearly defined volunteer roles and expectations.
- 8. Communicate with men the way they want to be reached.** Men want fewer meetings and at more convenient times, and they want meetings to have a clear agenda and be results-oriented. Brief communications tend to make men pay more attention to the message or issue at hand and more likely to participate.
- 9. Seek male members in the community.** Present the PTA message at local service clubs that have a large male contingent, such as Rotary, Kiwanis, or Lions clubs. If men see that other club members support the work of PTA, they might be more likely to join.
- 10. Recognize and celebrate members.** Reinforcing men’s contributions, while being mindful of what all members do for PTA, creates a positive atmosphere.



***A note about women’s influence on men’s participation in PTA**

A spouse’s involvement in PTA seems to be an indicator of whether or not a father will join PTA. In a recent PTA survey, more than 90 percent of the male PTA members surveyed indicated that their spouses were already members. Many respondents said their wives largely contributed to their own involvement in PTA.

- from National PTA's 2009-10 Membership Quick-Reference Guide