

# Members

## Joining in the ELECTRONIC AGE

**As schools conserve costs and provide more opportunities for information to be shared electronically, PTAs must also find new ways to invite parents to join and to communicate the value of PTA.**



### *What has changed?*

The yearly registration packet at many schools is now sent out electronically.

With more single-parent and families with two working parents, students often come to junior high and high school registration days without an accompanying parent.

### *What can PTAs/PTSAs do?*

#### **Be prepared!**

Membership campaign materials and applications must be ready at the end of the school year to be included in the summer registration packets. The invitation and the “ask” to join PTA/PTSA must be part of the materials that are e-mailed/mailed home, enabling the student to bring the membership dues check with them at registration.

**The information provided must be welcoming and informative enough to equal the good impression that a live person can extend at a welcoming PTA/PTSA table.**

See **Guidelines for a Welcoming & Informative Invitation Letter**  
<http://www.capta.org/sections/communication/downloads/communicator-2008-05/GuidelineforaGoodInvitationLetter.pdf>

#### **Stuff the backpack!**

Of course for elementary students, sending an invitation letter with the membership envelope in the “backpack express” is still an option but this must wait until school has actually started. To get a head start on your membership campaign, think about preparing a membership e-application.

#### **Join PTA online!**

Some PTAs have successfully set up a “Join our PTA” link on their website. If this is done, it is important to follow up with a personal phone call, especially with those who do not rejoin. Evidence is growing that membership declines when the *only* option is to join online and we know that people respond more positively when they are approached directly and are personally invited to join and participate.