

## **Including, recognizing and retaining members**

*Some say it takes less energy to **retain** members than to **recruit** them for the first time.*

Ensure that the membership list from the previous year is available. Make personal contact with last year's members who have not rejoined. Divide the list among board members. Some board members may know people on the list.

### ***Expand your outreach efforts beyond the school.***

As PTAs expand their outreach efforts, they will have more members who are not current parents at the school or those who don't have a direct, day-to-day connection with the school. These new members may come from the community, from businesses and other organizations in the area, or from school alumni, former parents and former PTA board members.

### ***How does a PTA maintain interest beyond the school community and ensure that others see value in rejoining?***

- Have contact information for all members, especially those beyond the school community.
- Send them invitations to association events, like Founders Day, award nights and educational presentations.
- Ask them to make a presentation at your meetings or events.
- Provide them with regular communications (so much easier now that we have electronic communication methods) that share information about what your PTA, California State PTA and/or National PTA are doing.
- Let them know that they can subscribe to electronic versions of the various e-communications that are offered by California State PTA and National PTA.