

**Checklist:**

## Back-to-school membership activities

- ❑ Create a team specifically to recruit new members.
- ❑ Develop a plan for the entire year for attracting new members and retaining current members.
- ❑ Establish goals that are ambitious, but attainable.
- ❑ Assign specific tasks to team members and dates for their completion.
- ❑ Make everyone feel welcome and provide ongoing training.
- ❑ Model inclusiveness, particularly on your membership committee. Your PTA should mirror the demographics of your community.
- ❑ Make use of key resources, membership brochures, and information on PTA websites ([www.capta.org](http://www.capta.org) and [www.pta.org](http://www.pta.org) which include both National PTA's Great Idea Bank and California State PTA's Bank of Best Practices).
- ❑ Provide information including local, state, and national benefit information and contact information so it'd easy to contact your PTA about joining.
- ❑ Take advantage of back-to-school enthusiasm. Draft a letter or invitation from your president for use in direct mail campaigns, newsletters or as a handout for school/community events inviting attendees to become members (see the "Guidelines for an invitation letter"). Prepare a "why you should join PTA" presentation and sell the value of PTA membership. Make sure everyone has their three-minute "why PTA?" speech ready.
- ❑ Use every PTA or appropriate school event to share information about PTA and recruit members. Host a membership table with materials that inform and educate.
- ❑ Make it easy for new people to join by **asking** them to become members.
- ❑ Design a visual representation of your growing membership for display at your school, and publish or announce your membership growth in newsletters and at every meeting.
- ❑ Include articles about membership and a clip-out membership form in every issue of your newsletter or the school newsletter throughout the year.
- ❑ Collaborate with other PTAs that have been successful in their membership efforts to identify best practices you can use in your PTA.
- ❑ Evaluate and update your plan by seeking feedback from members about their reasons for belonging (Be sure to contact those that didn't re-join to issue a personal invitation).
- ❑ Celebrate your membership growth!

