

Guidelines for a welcoming and informative invitation to join PTA letter

Writing a letter and attaching the membership envelope or application form is a chance to inform people about the importance of your PTA (and PTA in general) and the benefits of being a PTA member. Use this same information when you make a personal, verbal “ask” and when you speak to parents at kindergarten orientation or Back to School Night. Samples of letters asking people to join PTA can be found in the Toolkit, in the Membership chapter. The following are key elements.

Information about your membership campaign

- o Membership is open to anyone interested in the welfare of children – not just parents but grandparents, aunts and uncles, neighbors, community businesses, students, staff, etc.
- o The amount of dues per person.
- o The membership theme and goal, as well as, any incentives.
- o The membership campaign never ends, and people can join at any time.

What your PTA provides for the school

- o Be specific about what PTA has provided at your school, such as programs, events and services, reading incentive programs, book fairs, Reflections, field trips, family fun nights, student recognitions, staff appreciation, Red Ribbon Week, campus beautification, etc.
- o Welcome the input of members in establishing the goals and programs each year.

What membership means

- o Membership provides an opportunity to join the largest volunteer child advocacy group in the nation that promotes family involvement and has been in existence for more than 100 years.
- o A voice (voting rights) in local PTA meetings and representation at California State PTA and National PTA conventions. (Involvement is always encouraged but participation in monthly meetings is not required.)
- o Access to parenting and advocacy information and resources.
- o Members benefits (such as those provided by National PTA).

Joining a local PTA means joining the PTA association

- o A portion of local dues goes to the PTA council (if in council), the district PTA, California State PTA and National PTA. Each of these levels of PTA provide training materials, workshops, support, newsletters, community programs, legislative representation and advocacy; thus including the local PTA as part of the national network of PTAs.
- o PTA is a non-profit association of volunteers that has almost 1 million members in California and more than 5 million members nationwide.