

Membership activities checklist

- Discuss and decide upon your PTA's membership theme and membership goal.
 - Publicize it in many ways: on your website, in a registration packet, issue a press release, display posters at school.
 - Visually represent your goal and its progress a prominent place.
 - Consider either the California State PTA membership challenge as a goal or set your own.
- Include your membership invitation in the school's summer mailing or newsletter.
 - Have the invitation available in the office for late registering families as part of a welcome packet.
- Include the following in your invitation letter:
 - Information about your campaign (theme, goals, anyone can join);
 - What your PTA has provided/plans to provide for the school and community;
 - What membership means (benefits of being a member, having a voice); and
 - Reference to the other levels of PTA and what they offer.
- Create a teacher/staff specific invitation to encourage staff membership.
 - Ask your principal to join PTA and promote PTA membership to the staff.
 - Think about offering a particular incentive to encourage staff participation.
 - Advise staff about the teacher and nurse continuing education scholarships available through California State PTA.
- Discuss who is not represented in your PTA and make a plan for outreach to the community, including non-family members and others.
 - Identify those who are not members but should be included so that your PTA truly reflects your community.
- Include PTA contact information in every PTA or school newsletter for those interested in joining or getting in touch and make sure the office provides contact information to those who request it.
- Set up a membership table at every PTA and/or school event with brochures or other give-aways to inform people about PTA.
 - Registration days and/or orientations for new students/parents
 - Student performances and other events at school
- Use PTA brochures and other resources to promote/market PTA and explain the benefits of PTA.
- Make sure that every member receives his or her individual membership card.
- Keep a membership list with contact information for all members.
- Contact previous year's members if they do not re-join to make a personal "ask".
- Report regularly at PTA meetings on the membership total and additional memberships received.
- Regularly remit all per capita/dues for new memberships to the unit treasurer and make sure they are forwarded through channels (at least monthly).