

District PTAs share... best practices that result in strong membership

Membership vice president or chairman at every level

- elevates membership to executive board level and assures regular discussion of membership issues, programs, incentives and awards, etc
- provides specific person to take responsibility to contact units and councils on a regular basis and follow-up on membership activities/progress/problems

Effective and consistent communication strategies

- present a membership report at every district board meeting, council board meeting and unit board meeting.
- regularly share ideas, samples, challenges
- report current membership numbers to councils who report to units
- publish and distribute “The Communicator” articles
- be welcoming, show appreciation and let everyone know they are valued
- solicit and use supportive messages from school and district administrators
- use various media: websites, e-newsletters, fliers, phone trees/calls

District membership awards and incentives, reported to councils early in year, encourage membership growth and participation

- find and offer local benefits “local value added incentives” to members (two for one at the county fair, tickets to local events, discount at local business for members, calendars, directories, magnets with PTA information)

Campaigns that stress

- the need to support our future – our children – by securing the funding and policies that ensure a quality education for EVERY child – and PTA membership is the way to get the job done!
- There is strength in numbers. A well-organized and executed membership campaign can result in a stronger, more diverse PTA.
- Studies that have shown that students do better when parents are involved.
- Teachers and administrators who recognize that a strong partnership with parents is equally vital to the success of students.
- Businesses and community leaders who understand the impact they can have on a sound educational program.

Ongoing, year round efforts

- promote “official membership enrollment” months (September and October)
- use other themes for other times, such as “Just Ask . . . to Join PTA” in November
- promote a “mid-year” challenge

Training and learning opportunities, and membership idea exchanges

- hold workshops on membership at district trainings and meetings
- provide funding/opportunities to attend convention
- encourage use of resources: “Pocket Pals,” brochures, “The Communicator” articles, etc.

Relevant programs and involvement opportunities

- outreach programs to an underrepresented community. Examples include:
 - First District's "PTA and You – the Perfect Fit"; PTA partnered with community and allied agencies to present focused topic (health) to a targeted group (Asian community). This program is a model or blueprint for other outreach events.
 - Fourth District's "Latino Education Attainment (LEA) Ten Commandments" program – a six week program geared to support parents and teach them how to navigate the school system and better support their child's education (successfully completed at one elementary school and plan to expand the program next year).
- encourage interesting programs/events at association meetings
- survey community to assess what if of interest and value

Partnerships with teachers, administrators and staff

- PTAs with 100 percent school staff enrollment sent invitations to them early in year
- incentives and recognition offered to teachers and staff (i.e. refreshments for meetings, curriculum support, car wash, etc.)
- letters to teachers and staff from PTA unit president and school principal
- sharing of scholarship opportunities from PTA for teachers, nurses, counselors
- letters to school district staff from council president and school superintendent
- membership challenge between neighboring school's teachers and staff

Other miscellaneous comments

- excitement of a new unit is very motivating
- giving out membership cards as people join makes them feel a part of the PTA
- being careful to sell value of membership in addition to participation – "PTA can be so inclusive it leaves people with no reason to join"
- educating people about how the money that leaves their school is used

Ideas to promote membership

- Ask your principal and/or your superintendent
- Check to make sure that the board members of every PTA are PTA members
- Ask your Mom and Dad, your relatives, your in-laws and teachers
- Ask your PTA buddies from years ago and non-PTA friends to join a PTA
- Working on an alumni reunion? Ask them (as part of the invitation) if they want to be a members of the PTSA
- Encourage a competition between the teachers at one school with the teachers of a neighboring school
- Buy PTA memberships as a present for a birthday, for a graduation, for a new Mom....
- Give a membership with the Honorary Service Awards that you bestow
- Ask people to join as you collect signatures for the parcel tax initiative

Why is it important to focus on membership numbers?

Membership numbers are a way to measure...

- ❖ How many people know about us
- ❖ How many people feel that PTA meets their needs
- ❖ How many people value what we do and have to offer
- ❖ How strong and **relevant** we are as an association