

Membership idea exchange for elementary PTAs (from 2010 PTA Convention)

Briefly describe your successful membership theme and campaign:

- ❖ Theme - "Roll out the Red Carpet" (celebrity theme). Incentive – swag bag with donated coupons, key chains, etc.
- ❖ Theme – "Dive into PTA." Incentive – aquarium for most successful classroom.
- ❖ Theme – "Catch the Wave, Join PTA."
- ❖ Theme – "Catch the Wave." Incentive – inner tubs for children; movie night: "Surf's Up."
- ❖ Theme – "Ride the Wave of Success"
- ❖ Theme – "Be part of the Wolf Pack"
- ❖ Theme – "Join the Team." Incentive – a baseball is given to each member.
- ❖ Theme – "Don't Strike Out."
- ❖ Theme – "Hit a Home Run with PTSA."
- ❖ Theme – "Baseball." Promotion – a baseball diamond sign is given to each classroom and a baseball is placed on the sign for each child whose parents join. Incentive – each classroom celebrates with baseball players.
- ❖ Theme – "Watch us Grow." Promotion – each class has its own vegetable for a display board.
- ❖ Theme – "Help us Grow." Promotion – tree in school lobby is filled with an apple for each new membership; tree in staff lounge is filled with an apple for each new teacher membership.
- ❖ Theme – "PTA Rocks." Incentive – gold and platinum records.
- ❖ Theme – "Smile, Join PTA." Incentive – smiley ball from Oriental Trading.
- ❖ Theme – "Get Hooked on PTA." Promotion – use posters with names of new members on die-cut fish.
- ❖ Theme – "Reach for the Stars." Promotion – children whose parents join have a chance to spin a prize wheel at school events and receive a prize.
- ❖ Theme – "Be Part of the Team." Incentive – small balls are given to children whose parents join.
- ❖ Theme – "Building a Better Community." Promotion – construction men.
- ❖ Theme – "Survivor." Promotion – children receive water bottles; classrooms make tribal flags; a map of island tracks progress; teachers receive *motivations* every day for one week.
- ❖ Theme – "Pirate Treasure."
- ❖ Theme – "Winter Olympics."
- ❖ Theme – "America." Incentive – winning class adopts a bald eagle. Promotion – "Read Across America".



- ❖ Theme – “Uniting a Community.” This theme was used when two schools were merged into one. Incentive – a campout was arranged for both schools at the end of the year.
- ❖ Theme – “You are the Key to PTA Success.” Promotion – names of children whose families join are printed on keys that are hung on the school bulletin board. Incentive – pizza party for class with 100 percent participation.
- ❖ Incentive – pizza or ice cream reward to class with the most memberships obtained.
- ❖ Incentive – party for class with 100% participation (with at least one member for each child in the class).
- ❖ Incentive – offer prizes based on number of memberships obtained.
- ❖ Incentive – Wii party awarded to those students who reach goal by bringing in members.
- ❖ Incentive – raffle tickets given for each membership obtained.
- ❖ Incentive – package of items: yearbook, directory, etc.
- ❖ Incentive – voluntary student directory available only to those who join PTA.
- ❖ Incentive – ice cream cones.
- ❖ Incentive – DJ party.
- ❖ Incentive – offer prizes at end of year activity: free meal at BBQ, game tickets, ice cream, etc.
- ❖ Campaign – begin early promotion with large competitive visuals.
- ❖ Campaign – encourage multiple memberships for each child.
- ❖ Campaign – encourage memberships from extended family: grandparents, aunts, uncles, etc.
- ❖ Campaign – school competition for bringing in a member from the farthest location.
- ❖ Campaign – class competitions for Dolphin Dollars; Leader in front of the school to promote competition; goodie bag for class with the most memberships.
- ❖ Campaign – membership table at award assembly that targets grandparents.
- ❖ Campaign – drive through memberships for parents dropping off and picking up their students.
- ❖ Campaign – involve all cultures in Heritage Night: food, activities, and dancing.
- ❖ Campaign – offer a recycle exchange: 30 cans or bottles for the price of one membership.
- ❖ Council incentive program – involve merchants in town: members show PTA card from participating units and receive a discount.

Explain how your membership campaign was successful in identifying and reaching out to underrepresented populations.

- ❖ Ask school board members, superintendent, and local business owners to join your PTA.
- ❖ Translate program fliers, banners, newsletters and PTA information into languages of the community.
- ❖ Offer language interpretation for events, programs and meetings.
- ❖ Make use of translation and interpretation resources of the office of education.
- ❖ Identify potential leaders that speak another language of the community. Ask them to meet with other parents and present at meetings.
- ❖ Ask multilingual teachers to make a presentation about PTA at a teacher conference.

- ❖ Provide PTA representation at ELAC (English Language Advisory Committee) meetings.
- ❖ Provide ESL (English as a Second Language) classes for parents/families.
- ❖ Identify PTA positions/jobs for language learners: hospitality, collating of newsletters, etc.
- ❖ Adapt/vary meeting times to fit needs of community.
- ❖ Identify leaders from various community groups.
- ❖ Ask leaders of a local church to present PTA to the congregation.
- ❖ Build relationships; approach parents one-on-one.
- ❖ Present programs that encourage a more diverse involvement; allprodad.com, D.O.G.S (Dads of Great Students).
- ❖ Solicit “dad” groups to raise funds, host valentine’s dance, golf tournaments, canned food/toy drive during holidays and provide valet drop-off for traffic safety.
- ❖ Hold sports events for dads who are members: Flag Football for Dads, or Superbowl Saturday. Include umpires, cheerleaders, banners, bands and trophy.
- ❖ Hold a “parent meeting” in addition to regular PTA meetings.
- ❖ Offer free child care for meetings.
- ❖ Serve food at meetings.
- ❖ Hold an ice cream social.
- ❖ Host a carnival with games from different cultures.
- ❖ Hold events where families can share their cultures.
- ❖ Hold a heritage potluck.
- ❖ Hold a heritage fair with booths representing the cultures of the students and their families.
- ❖ Tie meetings to an event or program.
- ❖ Host grade-level presentations/student performances to bring parents and potential members to meetings.
- ❖ Ask principal and counselor to send message to parents about PTA events.
- ❖ Host a kindergarten BBQ to bring in new parents and introduce them to PTA and PTA involvement.
- ❖ Host a coffee community meeting where the PTA president explains what PTA involvement means.
- ❖ Have the PTA president attend staff meetings to talk about PTA.

