

Six things to promote about “PTA Membership.”

- 1. PTA is a powerful advocate for family involvement.** Over three decades of research show that the single most effective element in a student’s success is the involvement of family members in the student’s education.
- 2. Members are the strength of our organization.** Active and informed members make positive decisions that affect the welfare and education of youth locally, statewide and nationally. Everyone can be a member at any PTA. The more members enrolled in PTA, the more powerful our voice.
- 3. A membership campaign is a marketing tool for PTA.** To successfully market PTA and grow membership, each one of us must understand the benefits of PTA and be able to explain them. A membership campaign is an opportunity to inform families and the school community about PTA priorities and the issues that affect our children.
- 4. The membership campaign is not a short drive that ends with an ice cream party at the end of October.** Keep the momentum going throughout the year, or plan a second mid-year membership campaign.
- 5. Every member gets a card.** Let’s make every PTA member a PROUD card carrying member!
- 6. Our community is our greatest asset.** As advocates for all children and youth, PTA is most effective when we value all members of our communities by seeing the uniqueness of each individual and working to build strong representation from all groups.