

10 Steps to Membership Success

1. Make it Personal: ask Friends and Family.

Their membership supports the voice for your child and all children nationwide. Don't be shy. Ask, ask, ask!

2. It's a Year Long Event!

Keep PTA envelopes in the front office in a convenient, accessible place and have them available at school events all year. Remember that new students enroll throughout the year.

3. It's a Group Effort.

Form a committee that will carry your school's membership message so you have a broader opportunity for outreach in your school and community. Create new ways to spread your membership message throughout the year.

4. Distribute Cards.

Find a variety of ways to get cards into your members' hands. This is a requirement that can benefit your members and assist in accountability. Create awards and or discounts for card carriers on your campus and in your community.

5. Count Your Students In.

Students are valuable resources as members and can take on an active role on your board. The potential contributions on your campus are endless!

6. Teachers are the "T" in PTA.

Take the time to focus on bringing teachers on board as active members with input. Engage them as critical components of your school programs.

7. Community Supporters.

Give local businesses a chance to show their support for children and education. Adopt a business, or simply reach out and invite them to join with a big thank you that they can display in their business.

8. Kindergarten parents...the future leadership for an elementary school PTA.

Attend the kindergarten round-up, ask for a minute on the agenda, and invite these new and enthusiastic parents to get involved! Be sure to suggest ways that they can help.

9. Invite school district leaders and school board members to trumpet the importance of PTA membership.

Their affiliation with PTAs in your community is mutually beneficial. Encourage them to share in public meetings the many reasons why PTA and parent involvement contribute to student success.

10. I joined PTA...did you?

That old-fashioned button we used to wear still echoes a compelling question. Consider wearing it at Back to School night and other school events and functions!