

10 WAYS TO INCREASE YOUR PTA MEMBERSHIP

- 1. START** your membership drive early. Set a realistic goal and don't give up until you pass the goal.
- 2. APPROACH** community businesses to join PTA as a business member. Remind them with a smile that it is the PTA in their community **and** their customers.
- 3. USE** the energy and enthusiasm of others – involve your parents, teachers and students in your membership drive.
- 4. SPONSOR** a PTA “open house” before school opens in the fall to visit classrooms, meet teachers and join PTA.
- 5. DEVELOP** an information sheet to distribute to members and prospective members telling them what they get for their dues – local, state and national.
- 6. GIVE** a small flower or welcome back gift and handwritten invitation to join PTA on each teacher's desk on the first day of school. Don't forget all other staff members.
- 7. PLACE** a membership table at every entrance. Place tables strategically so people must pass by to enter activity.
- 8. CHALLENGE** each board member to recruit at least one new member who has never been a PTA member.
- 9. PRODUCE** a calendar for members with PTA and school activities clearly displayed.
- 10. ASK** a well-known personality in your town to be an Honorary Membership Chairman and then publicize.