

THE ABC'S OF A PTA MEMBERSHIP DRIVE

A – Ask

People are waiting to be asked. You should make the “the Ask” more powerful, personal, and meaningful:

- **Powerful** – share with them why you joined; help them understand that it will benefit their children and all the children in the school.
- **Personal** – give them options on how to be involved; find out what their interests are and start a program they will like; go beyond your comfort zone and invite someone you just met.
- **Meaningful** – Reach out to everyone – fathers, mothers, grandparents, caregivers, school administrators, and others. Let them know that you WANT them to be part of the organization.

B – Benefits

Share with your current and potential members the benefits of being a PTA member.

- **Discounts** – a separate sheet lists these!
- **Skills** – gives parents opportunities such as E-Learning classes, leadership trainings, convention workshops, etc.
- **Advocate** – learn to be an advocate for your child and all children!
- **Information** - PTA promotes parent involvement in your school – there isn't a better way to learn about your school; get to know the teachers and administrators; meet other parents; and keep up on events through PTA newsletters.
- **Programs** – Reflections, Three For Me, Shadow an Educator, etc.

C – Communicate

Let people know what you are doing! Use: PTA or school newsletters, post meeting dates in your school, e-mail through Just Between Friends (or another system), write articles for your local paper about what your PTA is accomplishing.

MEMBERSHIP CAMPAIGN

1. Develop a recruitment team and formulate a goal.
2. Target potential members.
3. Make everyone feel welcome.
4. Model inclusiveness.
5. Make use of key resources.
6. Sell the value of PTA membership.
7. Collaborate with and learn from others.
8. Promote membership when ever possible.
9. Plan for a start of school AND a second semester campaign.