

# Membership Campaign Ideas

## July-August

- Study the results of previous year's membership committee procedure book.
- Consider using the Montana PTA membership theme or create a theme relative to your local unit. A "Connecting With Kids" poster is included in the Membership Section of the Unit Tools page of the MT PTA Website.
- Ask parents, teachers, students, administrators, school board members and community members to join your PTA/PTSA.
- A membership calendar with PTA deadlines for remittance of membership dues and application for the membership award is included in the Unit Tools page of the MT PTA Website

## September – October

- Utilize the Just Between Friends online database or create your own database to keep track of your unit's volunteers or e-mail your members for specific events.
- Attend Montana PTA Convention in Missoula!
- Send letter of invitation along with a membership form home with all students for family members to join PTA/PTSA.
- Encourage local business members to join PTA. For example, Chamber members, Lion's Club, Kiwanis, etc. Then invite those business members to come for special recognition and an opportunity to see inside the school.
- Use the PTA tag line, "*everychild.onevoice.*", on bulletin boards, reader boards and throughout the school and community.
- Set up a PTA/PTSA membership information table at Back-to-School nights, open houses, and PTA/PTSA meetings. Use this opportunity to welcome everyone, encourage involvement and provide information about PTA/PTSA programs, positions and advocacy efforts. Discuss the mission, values and benefits of belonging to PTA/PTSA.
- Where available, participate in your local PTA Council.

## November – December

- Reach out to those who have not yet joined by making personal contact. Ask students to color special invitations to be sent to potential members.

- For PTA members only, have a drawing for reserved front row seating at your students' holiday program.
- Create a special "Members Only" event – perhaps a dessert with a featured speaker prior to your PTA meeting.

## January – February

- Make membership list available to nominating committee.
- Continue to recruit new members while keeping all members involved and informed.
- Offer bonus tickets for PTA members at your carnival, family fun night, etc.
- Sponsor a theme dance party and offer prizes to the best dressed PTA parents and students.

## March

- Review and update the records of membership activities.
- Keep a record of PTA volunteer hours and publish them in your newsletter, bulletin board or on a sign.

## April – June

- CELEBRATE accomplishments! Plan an all-school reward – ice cream, movie night, etc. when you reach your membership goal.
- Submit a write-up to your local paper on any awards/recognition your PTA receives or award your unit presents to a member.
- Help with the Kindergarten registration in your school and send out information to the parents and new students.
- Encourage new membership chair to attend Montana PTA convention in order to network and gather all new membership information.
- Turn over all records to next year's membership chair prior to convention.
- Develop next year's membership campaign ideas.

*For more membership ideas and questions, please contact:*

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