

Tips for a Successful January Membership Campaign

Membership growth is a sign that your PTA is a vital and relevant organization that is making a difference in your community. If your PTA is an effective, respected, and fun association, people will be eager to join.

Lay the Groundwork for Success

- Ask your PTA board to explain to potential members what your PTA does for the children of your community.
- Determine whether your PTA/PTSA is meeting the needs of your members and community.
- Align your goals with the needs and interests of your members and community.
- Make sure you have the support of your principal and school staff.

Ensure Continued Effectiveness

- Take a look at your membership goal from the start of the school year. How close are you to reaching that goal? What goal will you set for membership recruitment in January?
- Check in with your treasurer about the collection and deposit of membership fees. Make sure the current procedures are working well.
- Thank current PTA members for their commitment. Tell them why you're organizing a January Membership Campaign and how they can help make it a success.

Take Advantage of Second Semester Enthusiasm

- Tell your school community about the new opportunities to get involved in the new year.
- Send membership forms and fliers home with report cards and school reminders.
- Design a visual representation of your growing membership (e.g., a celebration wall to which party favors with new-member names can be added, a cardboard or illustrated tree to which leaves for new members can be added, a jar to which beans, marbles, or ping pong balls can be added) for display in your school.
- Ask people to join your PTA—don't wait for them to offer.
- Make it easy for people to join: Have all the sign-up materials close at hand.

Promote Membership Whenever Possible

- Set up your membership table at every PTA and school event (maintain a current list of members in case people forget whether they have already joined).
- Publish a list of PTA members in your newsletter.
- Regularly include articles about membership and a clip-out membership form in your newsletter.
- Publish your current membership count in your newsletter. Check it against your goal often.