MEMBERSHIP CAMPAIGN

BEGINNING OF THE YEAR

1. Lay the Groundwork for Success
   - Begin your membership campaign early in the school year when parent interest is high.
   - Ask these questions of your PTA board. Every board member should be able to explain what your PTA does for the children of your community.
     > Is your PTA meeting the needs of your members and community?
     > Have you told your potential members about the value of PTA and the good work you do?
     > Do you have clearly stated goals with broad support?
     > Do you have support from your principal and staff?
   - People are more likely to join your PTA if they feel they are making a meaningful contribution of their time and money.

2. Select a Theme

3. Set a Goal – Challenge yourself
   - Short term goals—be realistic!
   - Golden Apple Award-100% faculty (full-time certified personnel) participation
   - 100% Membership—one paid member for each student enrolled at the beginning of the second month of school

4. Identify and include all potential members and ask them to join PTA—don’t wait for them to offer
   - Principal: Ask to attend the first faculty meeting
   - Teachers: Give a special thank you token or welcome back gift to staff members
   - Parents
   - Students
   - Community Members
   - Local Businesses: Design programs that invite business leaders to assist with your PTA projects by volunteering their efforts and corporate donations in ways that are meaningful to them.
   - Senior Citizens and Grandparents: They have time and experiences to share.

5. Market your Campaign
   - Back to school enthusiasm
   - Send invitations to past members. Make sure that all members understand the impact that their support has had.
• Send home membership forms and flyers. Make it easy to join—including a return envelope.
• Set up membership table at all orientation and back to school events.
• Design a visual representation of your growing membership—use your theme.
• Create a welcome packet.

6. **Offer Incentives**
   • Seek donations
   • Use incentives that do not cost anything, i.e. free homework pass, extra recess time, etc.
   • Offer classroom incentives for classrooms reaching 100%.

**THROUGHOUT THE YEAR**

• Set up membership table at every PTA and school event.
• Regularly include articles about membership in your newsletter. Include clip out membership form.
• Publish your current membership count.
• Make sure that all members who have offered to volunteer receive a phone call. Nothing is more discouraging than offering to help and never getting that follow-up call.
• Send home welcome packets and membership form with all new families registering at your school throughout the year.