

# 111

## Everything You Need to Know About Membership

### ***Job Description for Membership***

Membership is the heart of PTA. Along with the entire board, the president and the membership chairman are partners in guiding and directing the membership committee in a successful membership campaign.

The unit, council and district PTA membership chairmen are either elected or appointed members selected by their respective executive boards.

Each member of the membership committee has a vital role to play in the ongoing membership promotion and must always be included and involved in all aspects of the committee's goals, duties and responsibilities.

The membership committee should meet before the beginning of the school year to establish the membership goals, design the membership and outreach promotion, and plan yearlong duties and activities. The membership plan must be approved by the executive board.

Consult the *California State PTA Toolkit* and *National PTA Quick-Reference Guide* for additional information on how to be an effective membership chairman, responsibilities of the membership chairman, how to conduct productive committee meetings, membership committee goals, and sample objectives for membership development.

Contact council or district PTA for current membership information and PTA materials. Refer to [www.capta.org](http://www.capta.org) and the California State PTA "List of PTA Materials" to order free membership brochures.

Attend PTA workshops designed to train and assist membership chairmen.

### **CREATE A MEMBERSHIP DEVELOPMENT PLAN AND CALENDAR**

The following guidelines are meant to help membership chairmen develop and implement effective membership campaigns.

Obtain a procedure book from the previous membership chairman (Refer to the *California State PTA Toolkit*, Procedure Books 2.3.4). Meet with the PTA president and membership committee: membership chairman, treasurer, room representative coordinator, publicity and hospitality chairmen, school administrator, teacher and student (PTSA).

Study last year's membership committee plan results. Set goals. Prepare a budget. Adopt a membership theme.

Create a membership calendar. Consider due dates set by council (if in council) and district. September and October are designated as PTA membership campaign kickoff months.

Include the following in your membership calendar:

<b>DUE DATES</b>	<b>COUNCIL</b>	<b>DISTRICT PTA</b>	<b>STATE</b> (Postmarked)
First Required Remittance		November 15	December 1
Final Remittance	_____	_____	March 31
Early Bird Award	_____	_____	November 1
Chairman's Club Award	_____	_____	November 15
Membership Challenge Award	_____	_____	March 31

Refer to the *California State PTA Toolkit*, Membership section, for additional information and details.

Plan a membership promotion campaign that uses a variety of methods and outreach activities to promote the value of PTA.

Develop a plan that ensures that every member receives a membership card.

Present the year-long membership plan to the executive board for approval.

Contact the council or district PTA to determine the cost of membership envelopes. Order envelopes prior to the campaign kickoff. Membership cards are provided at no cost by council or district PTAs.

Refer to the unit's bylaws or contact council or district PTA for per capita dues financial due dates.

## **IMPLEMENTING THE MEMBERSHIP CAMPAIGN**

Announce the membership theme.

Create an invitation letter that includes information about the membership campaign, accomplishments of your PTA in support of students and families, benefits of membership, and information about the organization as a whole. Include PTA contact information. Send invitation letters along with membership envelopes home with all students for family members to join PTA/PTSA. Translate invitations as needed. Provide some extras for diverse families' needs (Refer to the *California State PTA Toolkit*, Sample Letter, Fig. 3-1).

Include the membership letter and envelope in the new school year first day packet.

Encourage the return of all membership envelopes, full or empty, by recognizing all students for their efforts.

Send invitation letters to teachers, administrators, school board members, community members, and other friends of PTA, including past PTA presidents (Refer to the *California State PTA Toolkit*, Sample Letter, Fig 3-2 – 3-5).

Create and display membership posters. Promote the theme throughout programs and activities.

Provide information about PTA's purpose and activities. Use as many methods of communication as possible.

Use mail or e-mail, when appropriate. If using e-mail, make sure the message is delivered to everyone.

Submit articles to the PTA or school newsletter, website and local newspaper(s) throughout the year. Include PTA contact information for those wishing to join.

Send public service announcements to local TV and radio stations.

Post flyers on public bulletin boards. Visit National PTA's website, [www.pta.org](http://www.pta.org) for membership marketing tools and templates.

Translate articles into other languages, if needed.

Set up a PTA membership and information table at school registration and at all school and PTA events.

Welcome everyone and encourage involvement at Open House, Back-to-School and PTA meetings.

Create a Welcome Packet to distribute to new families throughout the year. Include an invitation to join PTA, meeting dates and description of PTA programs and projects. Have them available in the school office for late registrants and families who join the school community at other times during the school year. (Refer to the *California State PTA Toolkit*, Creating a Welcome Packet, 3.4.2)

## **DUES COLLECTION**

Contact the school principal to establish the process for the daily collection of membership envelopes without taking away valuable classroom time.

Check into school procedures regarding specific distribution and collection of school materials. Develop a process acceptable to school staff for the collection of membership envelopes. For example, membership envelopes can be sent to the office along with routine school paperwork.

Collect membership envelopes promptly each day. The staff should not be responsible for this money.

Assign at least two people to count cash and checks. One should be a financial officer or a chairman. Have all those involved in counting money verify and sign the Cash Verification form, (Refer to the *California State PTA Toolkit*, Forms 9). Forward promptly to the treasurer or financial secretary.

Ensure that per capita is forwarded regularly - at least monthly. The required first remittance due date is December 1 to remain a "unit in good standing".

## **ONGOING DUTIES**

Fill in the membership cards with the PTA name, the National PTA unit identification number (available from the district PTA), the member's name, the date issued and the annual expiration date, October 31. Membership cards can be completed using the Online Membership Data Reporting (OMDR Plus) system found on the National PTA website.

Members should receive their cards promptly and be encouraged to sign the card immediately. Remember—one member, one card, one dues payment - not Mr. and Mrs.

Retain and alphabetize membership envelopes or membership applications.

Maintain a printed list/directory of members, updating as new members are enrolled. The list can be created using OMDR. Provide copies to the unit president and secretary. The membership list should be available at association meetings to determine who is eligible to vote and be provided to the nominating committee. The list of the association shall be for the exclusive use of the organization and shall not be available for distribution or purchase by any other organization or commercial entity.

Reach out to those who have not yet joined PTA by making a personal contact.

Request additional membership cards from the council or district PTA, as needed.

Provide a membership update at each PTA board and association meeting.

Make efforts to qualify and /or apply for available awards (Refer to the *California State PTA Toolkit*, Membership Awards 3.7).

Review and update the records of membership activities.

## **END OF TERM**

Bring the membership procedure book up to date for the incoming membership chairman.

Evaluate the year's program and make written recommendations for the coming school year.

Provide a final membership list to the unit president and secretary. Retain a copy for the membership procedure book. The membership list should be kept for a period of 3 years.

Make sure that all membership enrollment records are in order, accurate and in balance with the treasurer's records.

Turn over all membership materials and procedure books to next year's membership chairman or president. These records should include an accurate financial accounting of per capita dues sent to the council or district PTA; an outline of the year's activities; a copy of the membership list; a roster of the membership committee, complete with addresses and telephone numbers; a copy of the evaluation with recommendations; and any membership resources.

## **SPECIAL CONSIDERATIONS FOR YEAR-ROUND SCHOOLS**

PTAs/PTSAs in year-round schools should consider the following when developing their membership procedures and calendars:

- Appoint volunteers to the membership committee who represent all tracks at the school.
- Assign members of the committee to oversee and support the membership campaign for each track.
- Review the membership budget. Additional funds may be required.
- Schedule the membership enrollment period to overlap a “track-on” and “track-off” period. For some schools, this will provide all tracks an opportunity to participate within a two-to-four week period.
- Begin the membership campaign with an event all tracks are able to attend. Some year-round education schedules allow for all tracks to be in attendance at school on the same day. Otherwise, schedule a weekend activity.
- Include a membership letter and envelope in the new school year first day packet (Refer to the *California State PTA Toolkit*, Sample Letters Fig. 3-1).
- Set up a PTA information and membership table near the school entrance on the first in-track day of each track.
- Extend the membership campaign to allow sufficient time for parents from all tracks to join. Remember, membership is a year-long activity.
- Communicate with families that are “off-track” during the membership enrollment period to keep them informed about membership activities, and encourage them to join PTA.
- Consider ordering membership envelopes a year in advance. Color-code the membership envelopes to identify the different tracks.
- Evaluate the membership campaign when the enrollment period is finished. The chairman may want to compare the campaign with those of other schools in the district PTA that are also on a year-round education schedule for new ideas and input.
- Designate the membership enrollment month according to the PTA’s needs. Remember to meet all due dates for membership remittance.

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## ***Job Description for Outreach***

“It takes a whole community to raise a child.”  
...adapted from ancient African saying

The California State PTA recognizes that involvement of diverse populations enriches PTA activities and, more important, enhances the well-being of all children and youth.

As advocates for children, PTA is most effective when we:

- Understand and embrace the uniqueness of all individuals.
- Identify and break down barriers in our organization that keep people out or minimize their involvement.
- Create and work together on common goals.
- Include in our active membership a representation of all ethnic, cultural, religious, economic and social groups in the community.

In evaluating whether or not PTA is as effective as it can be, ask the following questions:

- Are there under-represented groups within the community that are missing from the PTA’s active membership?
- Is there enough representation from all groups to give the unit the understanding needed to be advocates for all children?
- Does the way the public perceives PTA allow PTA to attract a more diverse membership or lessen the ability to be heard as advocates for all children?

### **WHAT IS OUTREACH?**

Outreach is PTA’s commitment to include the entire community in membership and in all phases of PTA programs and activities. It is of such importance that it must be given top priority when planning PTA activities.

A concerted effort must be made to involve every member of the community in PTA, including but not limited to parents, step-parents, foster parents, grandparents, students, teachers, school staff, school administrators, law enforcement officers, governmental services and agencies, and businesses. Everyone needs to be included.

### **WHAT TO DO**

- Form an outreach committee whose members are representative of the school and community.
- Survey the school and community members by questionnaire, telephone, or door-to-door. Find out what type of activities would interest all parts of the community. Find out what might prevent them from becoming involved: language barriers, transportation, baby-sitting needs, times of activities, etc. Find out what constitutes involvement to the people being surveyed.
- Develop an outreach plan in response to survey findings.
- Set reasonable goals. What do you want to accomplish?
- Develop activities that include and would be of interest to students, single-parent families, working parents, grandparents, senior citizens, people with disabilities, non-English-speaking people, people of varied cultural, ethnic and social groups, and community business people.
- Provide a translator for meetings, as needed.

- Reach out through other groups to co-sponsor events or activities with
  - Other committees or chairmen within the PTA organization;
  - Student leadership and school organizations;
  - Parent advisory committees, such as local area councils, bilingual and booster groups to other unit, council and district PTAs in the community, area and state;
  - Government and community groups and agencies, senior centers and civic organizations, cultural groups, local chambers of commerce and businesses.
- Promote and publicize activities through PTA newsletters, email, website, flyers, local newspapers, personal telephone calls, public service announcements (PSAs), and other newsletters. Determine the most effective method of distributing printed material: mail, take home, handouts, or personal delivery by adult.
- Communicate opportunities beyond PTA activities to appreciate and learn more about cultures from around the world (e.g., museums, festivals, special events/activities, books, TV programs, videos and movies).

### **EVALUATING OUTREACH**

Evaluate each activity while in progress or at its completion.

Evaluate accomplishments at the end of the year. Ask members of the committee:

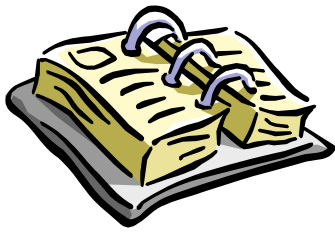
- Were outreach efforts successful?
- Did those participating show an interest in the program?
- Will they come again? Will they bring others?
- Was it accessible to them?
- Will they become involved on the PTA board?
- What would they do differently?
- Were there conflicts in planning (scheduling, translators, facilities)?
- Was the program timely and of interest to the participants?
- How could more people be reached?
- What made the program a success?
- Were goals reached? Do goals need to be revised?

### **YOU KNOW OUTREACH HAS SUCCEEDED WHEN**

- The make-up of the PTA reflects the make-up of the school community.
- There are some new PTA board members every year who represent all parts of the school community.
- New people are at each PTA association meeting, and many come to the next meeting.
- PTA members ask questions and make suggestions during association meetings.
- The involved membership includes students, teachers, community, and extended family members, not just parents.
- People respond to flyers, newsletters and website information translated into all the languages within the school.
- Members talk and socialize together before the association meeting starts.
- Membership and outreach are part of all PTA activity planning.
- The PTA board and membership does not think in terms of “them” and “us.”

Refer to the

- California State PTA Position Statement 4.5.38, *Inclusiveness and Diversity*.
- *California State PTA Toolkit*, Recruiting and Retaining Members 3.4.3 and Expanding Membership 3.5.



# Membership Development Calendar

## June

- ❑ Review the results of previous year's membership plans.
- ❑ Meet with the Membership Committee and develop a plan of work.

## July

- ❑ Attend any PTA training offered.
- ❑ Plan membership promotion, an incentive program and awards.
- ❑ Choose a membership theme.
- ❑ Order membership envelopes.
- ❑ Write letters of invitation to join PTA.
- ❑ Prepare budget request.
- ❑ Ask your local governing officials to proclaim September as "PTA Membership Month."

## August

- ❑ Set up membership tables at registration and orientation sessions, such as Kindergarten Orientation and Back-to-School Night.
- ❑ Prepare a "Welcome Packet" for new members.
- ❑ Complete plans for September "PTA Membership Month" and arrange for publicity.
- ❑ Decide the process to ensure that each member gets a membership card.
- ❑ Plan now to apply for the PTA Spotlight Award.

## September

- ❑ Celebrate Back-to-School month.
- ❑ Set up a booth at all events to display PTA materials and discuss the benefits of belonging to the PTA. Use this opportunity to build and demonstrate the school-PTA partnership.
- ❑ Send invitational letter to parents and teachers encouraging membership in PTA.
- ❑ Remind treasurer to send per capita through channels to qualify for **Early Bird** and **Chairman's Club** awards.

## October

- ❑ Contact parents, teachers and staff who have not joined. Let them know their support is needed and valued.
- ❑ Provide membership list to PTA secretary.
- ❑ Remind treasurer to send per capita through channels to meet the "first required remittance" due date.

## November

- ❑ Ask committee members to make personal contacts, either by visits or phone calls, to all parents, teachers and community members who have not joined.
- ❑ Request additional membership cards from your council or district if needed.
- ❑ Inform the local unit members of the progress the group is making toward the membership goal.

## December

- ❑ Thank all who are helping. Consider an appreciation event.

## January

- ❑ Evaluate progress and review plan for the second phase of the membership campaign.
- ❑ Make the membership list available to the nominating committee.
- ❑ Finalize and submit award application for PTA Spotlight Award.

## February

- ❑ Honor someone from the PTA or a community member at Founder's Day who has performed outstanding service for children with a California State PTA Honorary Service Award. Have a "Join PTA" table at the event.
- ❑ Register to attend the annual California State PTA Convention.

## March

- ❑ Remind the treasurer to remit final membership dues through channels to be counted for the year's total.

## April

- ❑ Evaluate the year's progress and make written recommendations for next year.
- ❑ Provide an updated membership list to the secretary and treasurer.
- ❑ Again, thank all who assisted in any way.

## May

- ❑ Celebrate the unit's accomplishments! Inform members of PTA's membership achievements.

## June / July

- ❑ Make sure that all records are in order.
- ❑ Present procedure book and records to the incoming membership chairman or president. (Procedure book should include an accurate financial accounting of the number of members and the amount of dues sent to the State office.)
- ❑ Include an outline of the year's planning, those responsible for each activity, a roster of the membership committee, and a copy of the evaluation with recommendations.

Please note:

If your school calendar is not September to June (or you are year-round), you may need to adapt this calendar to meet your needs.

## 10 TIPS FOR LAUNCHING A SUCCESSFUL 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. Assist with service-learning initiatives
9. Implement your PTA's membership recruitment and retention plan
10. Evaluate and adjust as needed

**Provide the opportunity to join PTA at every event and program.**

# BENEFITS OF PTA®

## PTA PROVIDES

- **A multi-level support** organization.
- **Guidance and resources** based on expertise and experience.
- **Practical ideas** for programs which benefit all students and their families.
- **An opportunity to voice consent or concern** on behalf of children and youth.
- **Leadership development** to promote individual development and strengthening of skills.
- **Timely information** from local, state and federal levels and how we can advocate and influence legislators on behalf of children, families and schools.
- **Collective strength** with those who share concerns and seek solutions.

## PTA IS UNIQUE BECAUSE

- It has not lost its focus for over 100 years - *everychild.onevoice*.
- It demonstrates how one person can make a difference by working with others within the PTA network.
- It provides extensive training and reflects the professionalism of its volunteers.
- It continues to be highly respected as an advocate in the state and nation for children and youth.

*“You should join PTA because PTA membership . . .”*

**Benefits your child and benefits our schools.** More than 85 rigorous academic research studies conducted over 30 years of research proves that kids do better when parents are involved. Grades are higher. Test scores improve. Attendance increases.

**Connects you to a Network.** Parenting is not easy - it helps to share ideas, concerns and experiences with other parents and educators in the community. PTA functions are opportunities to meet other parents and teachers, building rapport and discussing issues that are on your mind.

**Means More Informed Parents.** Parents involved in PTA understand the challenges schools face and become part of the solution. They support improving education, both locally and legislatively. By developing a closer relationship with parents, student achievement improves, and the school develops a positive reputation in the community.

**Boosts Children's Well-being.** PTAs focus on what students need to be successful in learning, including nutrition, health, and wellbeing. Whether it is school safety, physical fitness, or healthy breakfasts, PTA works with school administrators to ensure that children are prepared to succeed.

**Gets you Connected and Adds Your Voice to Others.** There's no better way to know what's happening in your school. Regularly scheduled meetings are an opportunity for you to share information with other members. Because PTA is a forum for exchanging ideas, you are encouraged to make suggestions. PTA can be a way for you to more effectively suggest change at your child's school.

**Leverages Volunteer Power.** PTA organizes hard-working and dedicated volunteers. Parents are ready and willing to help implement school improvement programs.

**Provides Great Resources.** The PTA offers a variety of programs designed for parents as well as students. Resource materials and training opportunities are plentiful in PTA.

**Improves your skills.** By volunteering with your PTA, you gain valuable experiences. It's an opportunity to put your skills and hobbies to good use for a good cause – for your child and all children in the community.

**Results in School Improvement.** By getting involved at your child's school you'll be part of the solution, helping make positive changes. Local PTAs play an important role in fundraising to provide building improvements, curriculum-based programs and social events – all vital to a school's success.

**Makes You a Good Role Model.** By becoming a PTA member, you'll be demonstrating to your child the importance you place on education.

*The  
Price  
is  
Right*



## *Compare the Cost of Your PTA Membership "Per Capita"*

For the cost of a Large Soy Mocha at your local coffee house (about \$4.00) you can join your child's school PTA as an awake and alert voting member on programs for the students and families, educational enhancement materials, or work on other projects for your school's students.

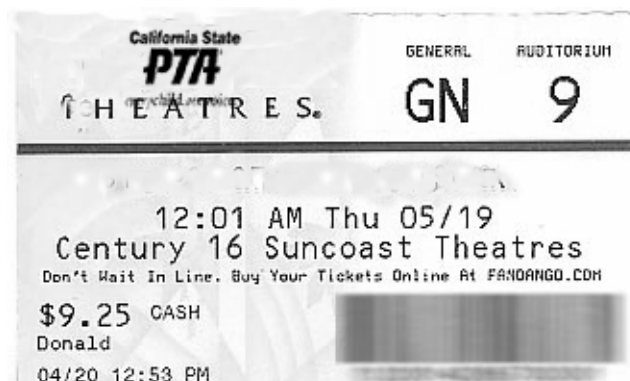
For about the cost of an energy bar (about \$1.00), you can lift and pull your council or district PTA together toward meeting the needs of your community and area children and youth.

For about the cost of a quart of water (\$1.25), you can rejuvenate and restore the many programs and projects, advocacy, networking, training and learning opportunities offered by the California State PTA.

For the price of a movie ticket and the "chance to see a good movie" (the entire cost of membership), you get PTA representation and advocacy on a national level, and your children and ALL children have a better chance to be the award winners in their education, health and well being.

**The Price is Right**  
to be a PTA Member!

And the Benefit  
is for Our Children  
and ALL Children!



# Where Do Our Membership Dues Go?

Each level of PTA provides specific services - and each service depends on a small increment of the local association dues to carry out its work.

## UNIT

- Works at the school site for all children and youth
- Carries out the Purposes of the organization

## COUNCIL

- Gives counseling and support to units
- Provides workshops and leadership training

## DISTRICT

- Promotes state and National PTA work
- Organizes and strengthens councils and units
- Channels information from the California State PTA
- Provides workshops, programs, leadership training
- Prepares publications

## CALIFORNIA STATE PTA

- Represents PTA in youth and family education activities
- Maintains legislation advocates in Sacramento
- Plans and holds annual convention
- Provides workshops, field services, leadership training
- Prepares publications

## NATIONAL PTA

- Advocates nationally for children and youth
- Develops and funds projects national in scope
- Maintains legislative advocacy at the federal level
- Plans and holds an annual convention
- Provides field services and prepares publications

# Teachers R the T in PTA

## Here are some great ideas from PTA units to encourage teachers to join PTA.

We hold a Back-to-School luncheon for our teachers and staff. At the buffet, we cleverly tuck our PTA membership form inside each napkin along with the flatware. An alternative is to place the napkin and flatware inside of a membership envelope.

Another idea for a Back-to-School luncheon is to provide a “menu” of PTA programs that support students.

Our unit provides field trip funds for the classrooms. One of the considerations for awarding funds is whether or not the teacher is a PTA member. We will accept applications from non-member teachers but the application indicates that field trip applications from PTA teachers will be given priority.

The very first year I was unit president for our high school, we had a contest among the various departments of the school (both academic and non-academic). The first group to achieve 100% membership received a gift card donated from one of the local office supply companies or other businesses. (This would work well as a competition among the different grade levels as well.)

Hold an “opportunity drawing” for teachers who join PTA. Winners can receive gift cards donated from local businesses for school supplies, monthly use of a prime parking space, a classroom volunteer for a week, etc.

Give a flower or small appreciation gift along with a handwritten invitation to join PTA on each teacher’s desk on the first day of school. Don’t forget all other staff members!

Our PTA hosts a special luncheon for the teachers when 100% of them join our PTA.

Three high school PTAs in our district embarked on a friendly competition. We challenged our staff at each high school to compete for the highest number of staff members. The school having the most staff members join PTA was treated to a luncheon by the other two PTAs.

Submit an article to the newsletter of your local teachers association about PTA and the positive effect of school-parent collaboration on student success.

Ask the principal to send a friendly memo to all teachers about the benefits of your PTA to the school, students, and teachers asking them to please show their support by joining PTA.



Teachers are an integral piece of the collaborative partnership between home and school. PTA understands that effective home-school communication, including face-to-face meetings, teachers sharing tips on helping students at home, parents sharing information of their child’s strengths and weaknesses, and regular telephone or e-mail communication on student progress, improves student performance.

# Membership Idea Exchange Elementary PTAs

Ideas shared at the California State PTA Convention, May 2008

## Membership Themes and Implementation Ideas

### Fuel PTA: Join PTA today! Don't let the programs that PTA offers run out of gas

- Provide energy saving tips to people who join PTA
- Donate funds to school district for transportation costs for field trips
- Give eco-friendly goodie bags to teachers who join PTA

### Come Join Our Crew: Pirate theme

- Create a pirate flag pole and raise the flag as the membership increases
- Give a pirate hat to teachers who join PTA
- Place gold coins in a treasure box for each membership
- Hold a pirate party with complimentary admission for PTA members. Charge admission in the amount of membership dues for non-members – they can then become members.
- Principal and membership chairman “Walk the Plank” into blue gelatin at the end of the campaign.

### Harry Potter: Magic Theme

Create a magical PTA membership drive using the following acronym:

- **M** – Membership
- **A** – Association
- **G** – Giving
- **I** – Inspire
- **C** – Character

### **Join our SENSESational PTA**

Give each new member a small packet of bubble bath, or sachet

Give each new member a small packet of cooking spice

### **PTA Membership Benefit Ideas**

Hold a raffle of donated goodie baskets for PTA members.

Provide discounts on purchase of yearbooks.

Provide discounts on items at school family-night events.

Create a partnership with local health and fitness clubs: provide donated discounts for club memberships.

Create a partnership with local family attractions / amusement parks: provide donated discounts for admission.

## Other Membership Campaign Ideas

- Secure a PTA table at registration or Back-to-School Night. Prospective members can peruse the PTA table (strategically located near cash register) while waiting to pay for school supplies.
- PTA Welcome: PTA volunteers come to campus early on the first day of school to welcome parents and students. Have maps of the campus showing where each classroom and teacher is located. Attach an invitation to join PTA and a membership envelope to the map. Have a “cry room” for new kindergarten parents and offer donuts and juice.
- Advertise PTA membership benefits in the school office and school newsletter.
- Have a bulletin board in the school office to announce current and upcoming PTA events.
- Hold a year-round PTA campaign and have PTA membership envelopes on hand at all times.
- Take digital photos of children with Santa Claus. Members pay a discounted fee.
- Include PTA information and a membership envelope in the school registration packet.
- Have the principal and PTA president speak at Back-to-School Night and explain the benefits of PTA and how the PTA funds are spent at the national, state, district and local levels.
- Hold a pancake breakfast for teachers who are members prior to the first day of school.
- Hold a kindergarten “tea” or Kindergarten Day at the park to welcome new parents to the school and invite them to join PTA.
- Hold a root beer float party and show vintage children’s movies at the conclusion of the campaign.
- Translate all PTA membership materials into languages appropriate for the demographics of the school population.
- Display classroom membership campaign graphs in highly visible locations.
- Place a provision on the PTA membership/volunteer letter that offers the member a choice of how they want to advocate:
  - ❑ I would like to be volunteer member
  - ❑ I would like ABC PTA to advocate for my child

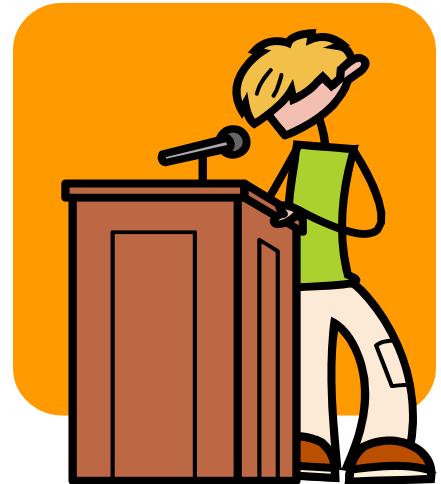


# Membership Idea Exchange for Secondary PTAs

California State PTA Convention, May 2008

## What Do You Do To Encourage Student Involvement in Your PTSA?

- Become a PTSA\* (This is a bylaws change)
- Offer incentives to students who join PTSA
  - Discounts at the student store
  - Spirit pack with membership
  - Discount certificates to local businesses
  - Free admission to school dances
  - Tickets for “opportunity” drawings (weekly or monthly) for joining PTSA
    - An opportunity drawing for a parking permit, for example
    - Number of tickets received is determined by how early in the year the student joined PTSA
  - Hold a drawing to sponsor a student for grad night or prom
- Offer student membership at a discounted price [this is a bylaws change]
- Publicize the benefits of being a member of PTSA
  - Scholarships available to graduating seniors who are members
  - Other opportunities or incentives as suggested above
- Develop and maintain a good relationship with the Associated Student Body
  - Create an ASB student liaison position on your board
  - Ask the ASB to create a PTSA liaison position on the ASB board
- Form a PTSA Club [a standing committee of the PTSA]
  - Involve club members in service and learning oriented activities
  - Partner with other service groups at the school
- Invite students to work in a student store run by PTSA along with adult PTSA members
- Sponsor a career day including mock interviews for the students
- Include membership forms in the summer registration packets that go out to the students
- Invite incoming students from middle schools to join PTSA
  - Include membership forms in the summer mailings packets that go out to the middle schools



\* A PTA does not have to be a PTSA to include students as members or board members



## What Do You Do To Encourage Teacher Involvement in Your PTSA?

- Hold department competitions
  - The first department to have 100% membership receives a gift card donated by a local school/office supply store
- Hold a Back To School potluck/luncheon for the teachers and staff
  - Place the silverware and napkins in membership envelopes
  - Provide a “menu” of PTSA programs that support students
- Hold an opportunity drawing for teachers who join
  - Gift cards - donated by local businesses - for school supplies
  - Prime parking space use for a month

## How Do You Involve Local Community Members and Businesses in Your PTSA?

- Ask local business owners to join PTSA
- Ask local businesses to partner with PTSA for career days
  - Have business partners conduct mock interviews
- Invite businesses to support PTSA events at the school
  - Donate discount cards for opportunity drawing
  - Underwrite program costs
- Thank businesses for their support of donation of supplies and services to PTSA sponsored events and activities
  - Use the PTSA newsletter
  - Present a plaque of acknowledgement
- Invite senior citizens in the community to PTSA sponsored and school sponsored activities
  - Encourage community partners to assist with transportation to and from the events for the senior citizens