

## **Membership Tips for Success**

- Request permission to include membership envelopes/forms and any printed materials in school orientation packets.
- Consider collecting donations during your membership campaign in addition to or in lieu of other fundraising
- Plan for Membership incentives that need to be solicited
- Set goals and awards to encourage all to join and join early. The best time to collect memberships is at orientations, open houses, PTA/PTSA meetings, programs and the first few weeks of school.
- Print/gather necessary materials. Membership Envelope/Form – number based on the following formula (school population = students + faculty + extra) – You can get this information from your Principal or school office staff.
- Recruit volunteers to work at all orientation/open houses at membership tables - multiple stations, with multiple shifts over multiple days and make sure each station includes all needed supplies.
- ADVERTISE! Announce on School and/or PTA Website, Newsletter, School Marquee, etc. Prepare and put up flyers in hallways and school entrances that direct families to Membership Tables in school location.
- Invite everyone who was a member of your PTA/PTSA last year to join again. Utilize MemberHub.
- Brochure/Brag Sheet: attach to the membership envelope/form so you can share all the great ways PTA supports the school community.
- Welcome Back Teacher Breakfast/Event Invitations – number based on the following formula (faculty = teachers + staff+ administrators). You can kick off your membership campaign and talk to faculty about helping share information about PTA and importance of joining (ask Principal for permission to speak at breakfast/event). Include a Teacher Letter/Envelope explaining how the membership campaign will be run and an envelope for the membership envelopes/forms to be placed in each day for collection.
- Membership Bulletin Board/Wall: create one somewhere in school prior to orientations/open houses to promote PTA
- Enter members and appropriate information into MemberHub. Double check for accuracy.
- Deliver any printed membership cards and/or incentives to faculty and students in a timely manner.
- Your Membership Drive is not just for the 1st nine weeks. Keep it going and consider a Mid-Year Membership Drive in January.
- Post tally sheets in Faculty mail room, outside classrooms for teacher homerooms, and or in dining room, so member totals are easily visible and to promote healthy competition.
- Bring membership totals report to monthly PTA/PTSA board meetings and General membership meetings as scheduled.

### *Tips from local units:*

#### **Sabal Palm:**

1. Have faculty and administrators on your Board
2. Survey teachers and ask what they do/don't like
3. At the Teacher Breakfast – get teachers to sign up for PTA Membership that day; tell them what PTA will be doing that year.
4. At mid-year, survey grade level reps on how to spend (any) excess funds; take those requests to the principal.

**Landon Middle:**

1. Solicit local businesses for donations for door prizes.
2. Use the Teacher breakfast as an opportunity for the teachers and the Board to get to know one another.
3. Put stars (or another school symbol) on the teachers' doors when they join PTA. This symbol stays on their door all year.
4. Give students a discount at school events; put a sticker on their ID card to identify them as PTA members.
5. Orientation: Most people join right then; show them the member benefits page on the DCCPTA website so they can see all the things they can get discounts on.

**Hendricks Avenue Elementary:**

1. They have had 41 years of 100% Membership!!
2. Such a record becomes an expectation in the community – also an expectation to volunteer
3. Keep good procedure books so people have a history of what was done before.

**Pine Forest Elementary:**

1. Have a GOAL!! And a PLAN!
2. Take advantage of the momentum at the beginning of the year: Orientation and Open House.
3. Motivate students and parents with small prizes with membership.
4. Reward classes that achieve 100% membership with ice cream parties, or massages for the teacher.
5. Catch teachers at the back to school breakfast with mini-grants of \$50 if they join PTA that day.
6. Her school lowered their membership fee from \$10 to \$5.
7. Put (cash) donation amount suggestions right on your Membership envelopes.
8. Get Room Parents involved; have them put the number of memberships still needed on each teacher's door for Open House.