

# PTA Super Fan Membership Referral Campaign



*Making personal contact with others is the most effective way to make an impact, share your story, answer any questions, and invite them to join through their membership and support!*

Your PTA Members are your best resource; tap into their commitment and support shown through membership. Their outreach of contacts expands your possible membership base, allows them to help the PTA, and you can grow your membership.

## Purpose of the Campaign:

- PTA Members reaching out and making personal connections with neighbors, family or friends.
- PTA Members sharing their personal PTA stories:
  - What brought you to join the PTA?
  - What programs & events are favorites for you & your family?
  - What PTA provided resources do you utilize?
  - How does the PTA make your school a better place for our children and their education?
  - How does the PTA bring your students, families, staff and community together?
  - Have you met other parents/students/staff by attending or helping with PTA?
  - Have you enjoyed giving back through volunteering or leading for the PTA?
  - Share what is important to you and has made an impact



## Membership Referral Form:

- Create or personalize the sample form with your PTA information, dues, contact information, etc.
- Make sure the form includes an address in case you need to mail the PTA card(s) to these referral members
- Paper &/or online versions
- Promote how to get or send forms
- Promote where to return forms & dues

## Super Fan Thank You or Incentive:

- Decide what incentives or prizes you can offer
- Recognize and thank all Super Fans in PTA communication
- Decide if every Super Fan get something or if you hold a drawing
- Ask local businesses/vendors to donate gift cards, services, etc. for drawing
- Other Incentives of value to your members



## New member(s):

- Distribute their membership card(s) and thank them for their membership and support
- Share information about Illinois PTA and National PTA Partnership benefits

# How to Implement a Referral Campaign

*With a little advanced planning, this campaign is one that can be repeated easily year after year!*

## Decide what is the purpose of this referral campaign?

### Who are you trying to reach?

- Are you trying to get more parents to join?
- Are you trying to get more community members to join?
- OR both?



### Why is the PTA reaching out to these new members?

- The PTA welcomes anyone that supports children – both in our community and in our state and nation.

## Decide how you want to run the campaign

### Parents inviting other parents to join:

- Do you want to add a referral line to your current membership form?
- Do you want to have a separate referral form? (See example)
- How will you get this form out to current and potential members: e-mail, social media, newsletters, fliers, paper version, etc.
- Do you want to offer an incentive or prize to those members that refer a new member?
- If you offer an incentive, does everyone get one or are you doing a drawing for a smaller number of prizes OR both?
- Do you want to publicly recognize those members that brought in new member(s)?

### Students inviting other students to join if you are a PTSA: (same as above)

### Parents inviting extended Family Members or Community Members to join:

- Do you want to have a special membership just for referrals (a special form/process for their membership)? (See sample)
- Do you want a lower price membership since they are not reaping the same benefits as students and families? (Enough to cover the cost of the membership card \$4.25 or more)
- What type of membership form will you offer- paper form, electronic, etc.?
- How will members get the referral membership form to forward on to potential members: e-mail, social media, paper versions, all, etc.)
- How will you reach out to new referrals? (Ask for new member's address to be able to send them their membership card, an email if they wish to receive electronic newsletter or information about your programs.)
- What type of payment will you accept? Cash, check, credit card?
- Where should they send their membership form and payment?
- Do you want to offer an incentive to those members that brought in new member(s)? (See Below)





## Decide what Recognition, Incentive or Prize you might offer to Current Members that refer new members:

- Check with your Administration for policy, resources and/or ideas
- Will you recognize and thank members that bring in new members to your PTA: personally, via e-mail, in the PTA newsletter, social media, etc.?
- Are there incentives you can offer from your PTA? (What would be of value to your parents or students?)
- Do you have any families that own businesses or have business contacts to get donations: items, gift certificates, gift cards, services, etc.?
- Reach out to local businesses and vendors that you use for events to see if they would make a donation for a drawing or incentive.

## Create a BUZZ about this campaign:

(Check with Administration for approval for these methods)

- Newsletters
- E-mail blasts (from PTA and Principal)
- Morning Announcements to Students
- Social Media
- Fliers (See sample)
- Posters in School
- Signage outside school
- Promote at PTA Events



## Evaluate the Campaign throughout the process:

Before:

- Your planning process
- Collaboration with others
- Creation of materials
- Are you giving out Incentives/Prizes?
- If so, how are you getting donations?
- Are you thanking participating current members & new members?
- How are you going to promote program - in school, to families, to staff, to the community?

## Evaluate the Campaign (continued):

### During the Campaign:

- Feedback from PTA Board/Staff/Parents
- Participation: Who is reaching out to potential members?
- Questions about: process/forms/implementation/distribution of cards/thanking current members for their efforts, prizes or incentives, etc.

### After the Campaign:

How did the implementation go?

Do you need to update or change the:

- Membership forms
- Information collected
- Payment collection
- Distribution process
- Method of reaching out to potential members?
- Promotion:

To Current Members:

- Inform current members about the new referral program
- Distribute information on how and where to get forms
- Explain the rationale of why we are asking extended family or community members to show their support through membership
- If there is an incentive or prize, what it is and how many get it?

To Community Members:

- Is your PTA sending out letters/e-mail with a membership form to School District Administration or School Board members?
- Are you reaching out to businesses or vendors your PTA uses for events or fundraisers?

- Do you need to update or change the distribution or process?
- Which forms of reaching out to potential members was most successful: personally, e-mail, social media, at events, etc.?
- Did you promote it enough?
- Is there some other way to get the word out?  
Distribution of cards: send home with kids for parents, mail to community members, etc.
- Were you able to get donations for an incentive or prize drawings?

