

# “Thanks for the Memories” Membership Campaign

*Your PTA works hard on behalf of the children, parents, and staff of your school providing volunteers, programs, events, and resources.*



## **Mid-year is the perfect time To reach out to parents for a “Thanks for the Memories” Membership Campaign.**

Remind parents of all the ways the PTA makes a difference at your school by providing various programs, fun family and school events, parent and school resources, & volunteers for the PTA and school.

### **There are many ways to reach out to parents for their support:**

#### **1) Be Present at PTA and School Events!**

- Have a PTA table set up with volunteers to welcome families; include membership forms and/or laptops, cashbox and change if you accept cash.
- Address the crowd-
  - *“Thank you for attending this PTA sponsored event.”*
  - *“If you enjoyed this event, other PTA programs or have used one of our family resources, please consider saying “Thank You” by joining our PTA today.”*
  - *“We have volunteers happy to greet you and accept your “Thank you Membership” at the table located \_\_\_\_\_. Laptops are available to expedite the process.*
  - *As a way to acknowledge your support we will give you a membership card showing your support.*

#### **2) Create A PTA Slideshow of PTA Events and Programs Showing “The Great Memories Of The Year.”**

Show it at Open House, Curriculum Night, or other school events. Use the slideshow in conjunction with the “Thanks for the Memories” theme promoting membership and have volunteers ready to greet and accept membership payments. You may also have membership cards there to hand out as they join.

3) **Create a Thank You Bulletin Board or area displaying the names of all the families that support the PTA through membership.** The kids LOVE to see their name on display and even ask why their name may not be up there? (Ex. Tree with leaves, gumball machine with gumballs, fish, popcorn, etc.) If you do not enjoy or have time for crafting, ask a parent who loves to scrapbook if they can help you celebrate your families. They will be happy to help and share their talents and it will look great! Just ask -more volunteers show more inclusivity.



- 4) **Incorporate the “Thanks for the Memories” membership campaign with your Yearbook Sales.** The PTA often sponsors or compiles the yearbook full of memories. Giving an extra few dollars in membership dues is a way to say thank you for creating a keepsake memory that the kids will have for years to come to remember their year.
- 5) **Have Kids share their Favorite PTA Memories:**
- Get the Teachers involved by asking the class for their favorite PTA memories and share quotes and thoughts with families in their classroom newsletters or websites. Encourage parents to show their support and thanks through membership.
  - Get the kids involved in a “Thanks for the Memories” Membership Campaign. They can draw a picture or write about it and bring it home to their parents. Their child can show them why the PTA is important to them. This personal story from their child might encouraging them to join to say “thank you” and join the PTA.
- 6) **Classroom Contests** can be a great tool to see which classroom has the most members join the PTA by a certain date: (parents, extended family, etc.). Ask Administration and teachers what items or activities are approved to offer as a prize to the winning classroom (Extra recess, movie, popcorn party, game day, music day, free time, etc.) Keep in mind that kids love experiences – the prize doesn’t have to cost a lot!
- 7) **Extended Family/Guest Memberships:** If you invite extended family or multigenerational guests to attend events or programs, give guests the opportunity to say thank you for that event and all you do for the students and school with a “Thank you” Membership.
- 8) **Community Memberships:** Invite members of your School Administration, School Board, and Local Leaders who have a vested interest in the success of our students and schools to say “Thank you” to the PTA by becoming a member.