



## Membership: Evaluate the Past/Set Goals

### Evaluating the Past and Setting Goals for Your Future

**Evaluating your membership numbers, lists, & overall membership campaign can assist you in planning your future membership campaign.** Enlist the help of other PTA leaders and school staff to evaluate and brainstorm ideas to retain members and reach out to gain support and grow your membership.

#### **Did you set a goal?**

Goals might be to retain members, make changes, try a new way to share information or process memberships, add some new local unit membership benefits, promote Illinois and/or National PTA Partnership Benefits, recruit community members, and/or to grow your membership to a specific number.

#### **Did you reach your goal?**

- If so, what were your successes? What would you do again or tweak? How could you continue to make improvements?
- If you did not reach your goal, what could you do to try to reach your goal next time? What resources or help would make it easier to reach that goal? How could you improve the way you promote membership, benefits, or the way you communicate it to your parents, staff and community?

**Starting today: take notes on your membership campaign, promotion, and results throughout the year.** Taking notes periodically about things you try and how they are received is a great way to log your campaign and its successes and challenges. Make notations of ideas you have to make improvements or additions to your campaign. Don't be afraid to reach out to PTA leaders from other local units or within the state to see what they are doing, share ideas or gain inspiration. Though our schools are all different we all face challenges and successes and can learn from one another!

**Adjusting your campaign and promotion throughout the year;** Local units can and should promote the PTA and its programs and membership sales throughout the school year.



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P.O. Box 907, Springfield, IL 62705-0907 | 1-800-877-9617 | Fax: 217-528-9490

Email: [info@illinoispta.org](mailto:info@illinoispta.org) | Website: [www.illinoispta.org](http://www.illinoispta.org)

- *Promote your PTA programs, resources, and events with great pride! You are doing great things and you want your parents and community to know about it!*  
Communicate throughout the year of the difference the PTA is making for the students and families in your school, community, state and nation. Ask that they show their gratitude for the programs, resources, and events they utilize through PTA membership.
- Make sure to include the PTA logo and the “*every child, one voice*” tagline on all fliers, promotions and communications to help create a greater awareness of PTA coordination and sponsorship.
- Families and students move and join school communities throughout the year; welcome them, share information about the school, PTA, programs, and resources. Invite them to meet other parents and students at PTA events and encourage them to become a member. Share opportunities for them to get involved and create new friends within the school and community.
- Promote the various Illinois and National Membership Benefits that might be enticing to potential and current members throughout the year: travel and car rental discounts prior to holiday travel and school breaks, tutoring discounts throughout the year and more. [PTA Member Benefits](#)
- Let your school community know your target membership goal and let them know if you have not met it: ask them to join to help you reach your goal!

If you find you are not reaching your membership goals, consider trying any of these ideas or others you feel would best reach your school and community.

**Do your membership lists and records help you in evaluating your membership?** Can you track trends as to who is joining your PTA and when? Are you reaching families that represent your school community? Do you have members from the youngest families through the older grades? MemberHub can assist you with all of these items.



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