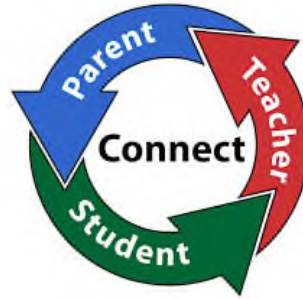


Marketing Your PTA

Know Your Audience:

Adapt your message to the Specific Group you are trying to reach:

- Parents
- Students
- Teachers/Staff
- The Community
- Businesses



Promote the PTA, Programs, Resources, & Events to New Parents:

- Create a Welcome Packet with PTA & Membership Information, FAQs, who to contact with questions
- PTA Information in Registration/New Student Packet
- Volunteers at school events & registration to welcome people & answer questions
- Ask to speak at Orientation to introduce yourself, the PTA & the *great things you do*
- Give a small “gift” to new families from the PTA with logo (magnet, pen, etc.)

Always make sure to use the PTA logo on all fliers & marketing materials.

For more information on PTA Branding:

<https://www.pta.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines>

Educate Potential Members & the Community About:

- The mission & purposes of PTA
- How YOUR PTA programs/resources/events impact the students, staff, families, & community?
- How your programs/events bring together student, families, and staff?
- What Resources your PTA provide specifically to teachers, classrooms, school, & community?

Use Social Media to:

- Invite
- Inform
- Remind
- Recognize
- Thank you



Spreading the Word in Different Ways:

- Create a Slideshow with pictures and info showing your resources, programs, events, in ACTION!
- Ask to create a 2 minute taped message to be shown at Parent Orientation/Open House
- Make “Commercials” about PTA events/programs for the students on the morning announcements
- Use signage in key locations that have high traffic: inside & outside school
- Send e-mail and text reminders and alerts

