



Membership: Maintain and Recruit Members

Create a PTA Marketing and Membership Campaign that is unified in its' message, graphics, and shares programs provided & benefits of membership.

- Promote the successful programs, events or resources that make a difference in the education and school experience of the students, families, and school community.
- Create an informative and visually pleasing membership form.
- Communicate and recruit members in various ways: paper forms, newsletters, fliers, etc. and/or by utilizing all electronic options including websites, Facebook, Twitter, email blasts, etc. Explore alternative options that meet the needs of your families and community.
- Provide various ways to sign up to be a member: paper, online, use available laptops at PTA/School events, etc.

Membership is not the responsibility of one person- but all PTA leaders, staff, and members.

- Encourage others to promote the PTA, membership and benefits, as well as answer questions about the school and programs, and ways to get involved or meet others within the school and community.
- Ask an administrator or teacher liaison to help promote membership with staff and help support the "Teacher" part of the PTA.
- Check with your administration to see if teachers would encourage or remind parents to join the PTA at Parent Events or through their classroom correspondence.
- *Ask a friend to join:* give something to or recognize a person who refers a friend or family member that becomes a new member of the PTA.

Embrace the diversity of your community.

- Make all students and families are welcome.
- Look for new and non-traditional ways parents can become involved.
- Utilize the National PTA [Diversity and Inclusion Toolkit](#).
- Translate PTA and membership materials, newsletters, website, etc.
- Ask bilingual parents and staff to attend welcome back, orientation and other PTA events specifically to welcome bilingual families and share information about the PTA, programs and resources provided to students/families/staff, classrooms, and school. Ask them to help promote membership.

Help make your families feel welcome at PTA events.

Parents or staff members can help welcome families and guests by greeting them as they arrive at events; offering to help direct them to the location of the event/program, provide assistance or answer any questions they may have. (PTA name badges or volunteer stickers can help guests see these friendly people represent the PTA and are there to help and be a resource).



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Promote the programs and events the PTA sponsors.

Parents and potential members are often surprised by how much the PTA in fact does. Once they know, they'll want to be a part of all the PTA has to offer.

Promote PTA Membership at your PTA Events.

- **Consider making an announcement at PTA events:** Thank people for attending the PTA event. Remind participants that the PTA sponsored the event/program and ask them to consider showing their appreciation for this and other PTA events by becoming a member.
- **Have a PTA Information table to sign up memberships and volunteers:** Create a PTA display to showcase what PTA offers, fun events held, resources and partnerships. This can be set on the table or up behind it.
- **Create and show a PTA Slideshow:** The Slideshow can be played at PTA or school events, parent orientation or welcome nights; spotlighting the difference the PTA makes in the school and community. All can be encouraged to support the PTA and become a member.

Share with your members the benefits of membership:

- Promote National PTA membership benefits/discounts (see full list and descriptions at www.pta.org/benefits)
- Promote your local unit benefits/discounts to potential and current members.
- Promote any local unit benefits special to PTA members.

Use Membership lists to help you track membership-

- New Memberships
- Membership Renewal
- PTA Elected Officers and Committee Chairman
- Staff and Community Members

Show your members you value their membership and support.

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