

# ***PTA MEMBERSHIP WORKSHOP***



# OVERVIEW

- **Basic Responsibilities**
- **Goal Setting/Yearlong Campaigns**
- **Awards/Perks/Incentives**
- **Marketing strategies**
- **Questions**



# MEMBERSHIP BASICS

## *Who can join?*

Any individual who subscribes to the purposes and basic policies of PTA becomes a member upon payment of dues to a PTA or PTSA unit.

## *Membership Cards:*

Are provided by California State PTA and distributed through PTA channels. Each member should receive an official membership card from the unit PTA upon payment of dues. The same PTA membership card is used by all PTAs.

# MEMBERSHIP

## BASICS

### *Remit Dues*



- Keeps financial records in good shape
- Maintain “good standing” status
- Forward the portion of dues to Council (or District if Out of Council)
- Keep a current and accurate membership list

# WAYS TO JOIN MEMBERSHIP REPORTS



- Have a systematic way for people to join (envelopes or other)
- Give membership reports at each meeting

# GOAL SETTING

- **Where are you?**
- **Where do you want to go?**
- **What strategies will you use to get there?**



# GOAL SETTING

*Where are you ?*

- *Know your past membership numbers*
- *Keep track of your members*



# GOAL SETTING

**Where do you want to go?**

- *Set # goals for each month*
- *Set goals for target groups*
  - *Parents and Family members*
  - *Teachers*
  - *Students*
- *Check against your goal*



# GOAL SETTING

## How will you get there?

Choose 5 strategies for each month—start with the biggest groups

- *Ask past members*
- *Send a letter home to all families*
- *Send a letter to teachers*
- *Have a membership table*
- *Create a marketing plan*
- *Evaluate each month*

## Strategies For Success



Why PTA?



*Strategies For Success*

# **AWARDS, INCENTIVES & PERKS**



# MARKET YOUR PTA

## PROMOTE THE VALUE OF PTA

- *Add voices to the PTA advocacy voice.*
- *Understand what PTA has accomplished and continues to champion.*
- *Address the reasons people don't join.*
- *Encourage current members to rejoin*

# RESOURCES AND TOOLS

- **California State PTA**

[www.capta.org](http://www.capta.org)

*Toolkit, membership marketing tools and past issues of “Membership Monday”*

- **National PTA**

[www.pta.org](http://www.pta.org)



# PARENT MINDSET



- Parents' biggest problem is lack of time.
- Working parents often feel guilty that they don't spend enough time on their children's education.
- Parent sphere of interest is how the school is serving their child.
- Primary point of contact with the school is their child's teacher.
- Parents are concerned about their finances – current and future.
- Additionally, immigrant parents do not know what is expected of them in terms of involvement/ participation; they may feel intimidated.

# **SUCCESSFUL MEMBERSHIP CAMPAIGN TACTICS**

- **Start early and use multiple touch points.**
- **Use teachers as key influencers and campaign drivers.**
- **Utilize one-on-one outreach by PTA board members and parents.**
- **Utilize personal outreach by bilingual board members and/or PTA parents to non-English speaking parents.**
- **Reach out to parents of special needs students**
- **Reach out to students**
- **Include other school groups (boosters, ASB, sports teams, etc...)**
- **Track and reports membership progress.**
- **Target those who have not signed up yet.**
- **Publicly post progress – citing specific classrooms and even specific teachers.**

# Idea Exchange





# PERCEPTIONS OF PTA

- Parents' image and perceived value of PTA is completely based on the people, programs and tangible benefits they see at their own school.
- Local Leaders are PTA leaders
- Awareness of State/National PTA is extremely limited.



# **MOST EFFECTIVE MESSAGES**

## ***TOP THREE IDENTIFIED***

- **“By joining PTA you are supporting valuable programs and services being delivered at your school.”**
- **“By Joining PTA, your dues support your school and students; and is completely separate from any obligation to volunteer or make other commitments at your school.”**
- **“Your membership pays for itself with tangible Member Benefits.”**

# STRATEGIES FOR SUCCESS

*Successful campaigns are the result of*

- **Set goals**
- **Dedicated membership person**
- **Consistent communication**
- **Membership reporting at every meeting**
- **Evaluate / choose new strategies**

## **USE DATA TO:**

- **Recognize accomplishments and reward growth**
- **Target underserved populations**
- **Create friendly competitions**
- **Show how joining PTA matters**

# **MEMBERSHIP OUTREACH = MORE INCLUSIVENESS**

***REACH OUT TO ALL AUDIENCES AND ASK THEM TO JOIN PTA***

- Create an inviting environment for all
- Consider cultural, language and religious holidays
- Develop and maintain respectful relationships
- Make sure your PTA represents your community
- No cliques
- Consider who is missing

# MEMBERSHIP SUPPORT

Vice President for Membership Services  
California State PTA

**Carol Green**

[cgreen@capta.org](mailto:cgreen@capta.org)

(858) 349-9887

*Provides support, Q&A, field service/training, resources and materials.*

# QUESTIONS?



# **THANK YOU FOR ATTENDING!**