



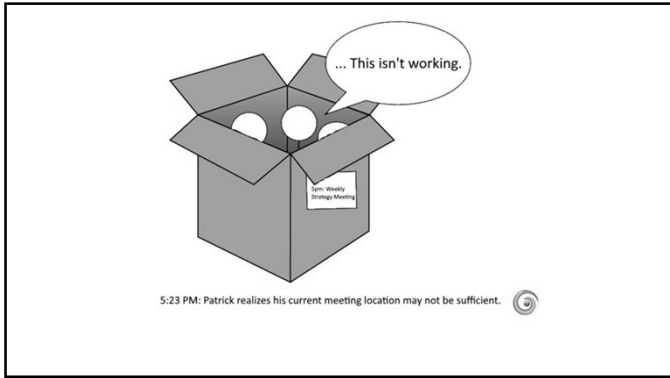


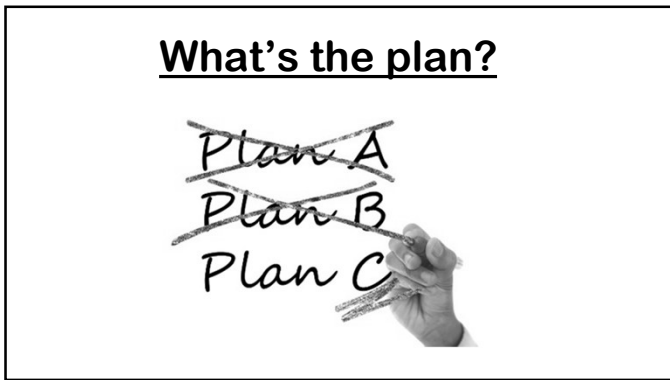
Why is membership important?

- Advocacy
- Programs
- Connections
- Membership is the heart of PTA

How can we run a membership campaign in uncertain times...?

Time to think outside of the box!



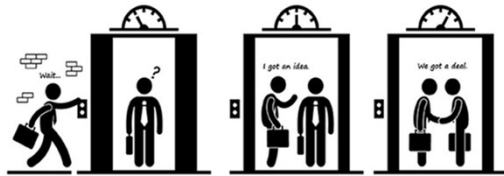




Tips For A Successful Membership Campaign

- Come up with a theme and goal
- Start early and use multiple touchpoints
- Use teachers as key influencers
- Separate joining from volunteering
- Identify who to ask and how to ask them
- Make sure everyone is included in your invitation

Develop Your PTA Elevator Speech



Three Tips for Your Elevator Pitch

- “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.”

Steps to Building an Inclusive PTA

Gather Information

- Invite all groups
- Ask how you can cooperate or encourage co-facilitating

Understand the Issues

- Invite speakers
- Include all issues from all communities

Build Awareness

- Of language needs
- Remove barriers

Make Changes

- Avoid conflicts with holidays or that make it difficult for working or single parents to attend.
- Promote respect for the unique contributions of every person and family. Together they make your PTA an effective voice for all children.

Additional Resources

- <https://capta.org/pta-leaders/run-your-pta/building-membership/>
- http://downloads.capta.org/mem/MP_May2020Flier_Eng.pdf
- http://downloads.capta.org/mem/MP_May2020Flier_Spanish.pdf
- https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership_toolkit-for_your_child.pdf
- Upcoming California State PTA Membership Trainings and Phone Calls
- Council & District Membership Chairs
- California State PTA Membership Services Team – membership@capta.org

Q & A Time

