



## Membership Monday

July 25, 2016

### Building a community of engagement

Inclusion's important for [family engagement](#). By creating a welcoming environment for all families and increasing parent engagement, everyone wins. When parents are engaged:

- Students do better in school regardless of parents' income, education or ZIP code.
- Educators are better able to help students through family communication and engagement.

As PTA speaks for every child with one voice, we as PTA leaders seek to create a welcoming and inclusive community for every parent, teacher and student. We've got tools to help:

- A yearlong [checklist](#) helps your PTA build a welcoming environment for all.
- Multilingual resources -- including the [Parents' Guide to Student Success](#), [Supporting Learning at Home](#) and [How to Help Your Child Succeed](#) -- offer tips and hints for families.
- Offered in six languages, the [School Smarts Parent Engagement Program](#) takes engagement to the next level.
- And [more!](#)



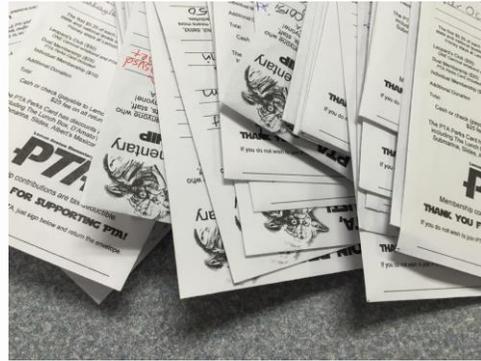
*Shoal Creek Elementary recently held a family cultural celebration.*

What is your PTA doing to create an inclusive school community? Share your ideas with us at [socialmedia@capta.org](mailto:socialmedia@capta.org)!

## Best practice: Create a membership contest

Consider establishing a contest to build membership. Reward the classroom that brings in the most memberships, or offer individual contest incentives. Your contest should include a [theme](#). Choosing the right theme can make a big difference in your membership growth for the year:

- PTAs may select the current California State PTA or National PTA themes.
- The school mascot or community symbol can serve as inspiration.
- The theme should appeal to everyone your PTA is trying to reach.
- Consider using theme-related incentives and rewards to promote membership growth.



## Resource: PTA graphics and images

PTA connects families, schools and communities. Your website and printed materials can help reinforce that key message during your membership campaign. Take a look at the great PTA - and PTSA - graphics available to download. And don't forget to check out the PTA Store for more great marketing materials to promote your PTA. Available online at [ShopPTA.com](http://ShopPTA.com).

- **Connecting Families, School and Communities Graphic** - available in [English](#) and [Spanish](#)
- **Website Banners**
  - *Leaderboard* - available in [English](#) and [Spanish](#)
  - *Small Square* - available in [English](#) and [Spanish](#)



## Welcoming men to your PTA

There are more than 70 million fathers in the United States. That means 70 million possibilities for PTA membership, inclusion, engagement and strength for our kids, schools and communities.

Recruiting men as PTA members may mean rethinking how your PTA is run on a day-to-day basis. If your PTA mostly relies on female caregivers, reaching out to men may involve breaking down barriers and trying new approaches and strategies:

- **Communicate directly to dads** – How you and your PTA speak to members and potential members can impact the level of men's involvement. Simply slimming down language and shortening messages in your communications can be more appealing to male readership. And be always sure to explain and emphasize how men's unique involvement benefits kids.
- **Just ask** – Nearly half of men who responded to a recent National PTA survey said they haven't gotten involved with PTA simply because they weren't asked. Those involved said their spouses' participation led to their own involvement. So encourage women in your PTA to invite the men in their children's lives to get involved, and take your PTA to places with large male contingents – such as service clubs – to share our message and ask for participation and membership.
- **Create men-focused groups and events** – Surveys also show that men prefer to volunteer for hands-on projects and dad-only events with clear expectations. So organize special events and groups for dads to enjoy working on and being involved with together and define volunteer roles and expectations.
- **Respect men's time** – More than 70 percent of recently surveyed dads said time was a barrier to PTA involvement, and the majority said they wanted fewer meetings at more convenient times. Make efforts to schedule workdays in mind for all parents and organize results-driven meetings with clear agendas and topics.
- **Celebrate engagement** – When you start getting more men involved, it's great to celebrate! Letting the school community know will help emphasize and publicize your welcoming environment for all parents and members. Thank dads publicly at meetings and in your PTA communications, and always encourage more male membership – we're all in it together for our kids!



*This message is being sent to all PTA membership and communications officers as well as all PTA presidents.*

*Please keep in mind that it's the dues of PTA members like you and the other thousands of parents, families, educators and community leaders throughout the state that we are able to continue to offer great resources and materials.*



