ENCOURAGING TEACHERS TO JOIN PTA

Para leer en español, clic aquí.

"Teacher" is our middle name! Involving teachers and administrators is one of the best ways to strengthen communication between families and schools. Encouraging teachers to join PTA in a collaborative partnership should be one of the focal points of your membership campaign.

- **Talk with teachers about the value of PTA.** Arrange to provide breakfast or a snack for teachers and use the opportunity to discuss the value of PTA at your school. Back-to-school night can also be a good opportunity to speak with both teachers and parents about supporting PTA.
- **Share information about PTA's Continuing Education Scholarships.** PTA offers scholarships to teachers, school nurses, counselors and volunteers to continue their education. Learn more here.
- **Remind teachers and staff about PTA's advocacy work.** PTA is much more than a local fundraising group for your school – it's an advocacy organization focused on student success!

For more information on how to encourage teachers at your child's school to join PTA, check out this list of ideas. You will also find easy-to-use tools and resources to help plan and promote your PTA membership campaign this back-to-school season.

- **Enlist the support of your principal.** A principal's encouragement for teachers to join PTA can go a long way.
- **Offer incentives to join.** Award teachers and staff with a lunch or celebration when 100 percent teacher membership is reached, or offer teachers who join reimbursements for classroom supplies.
BACK-TO-SCHOOL MEMBERSHIP MARKETING WEBINAR

Is your PTA ready for the back-to-school season? Do you want to learn more about marketing your PTA and turning marketing into memberships?

Join Vice President for Membership Services Carol Green for a webinar on **Tuesday, August 14 from 6 – 7 p.m.**

We’ll show you how to apply marketing techniques to your PTA plan to get top results. You know your PTA is doing great things – now tell the world!

We’ll also share tips and strategies and you’ll finish the webinar with a marketing plan that is simple to use and uniquely designed just for your PTA.

[Register here.](#)

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TAKE ACTION

**Check Out the Toolbox**

Membership is our strength and our voice. Learn how to increase your PTA's

[READ MORE](#)

**Regional Leadership Conferences**

Don't miss these four great training opportunities across the state!

[LEARN MORE](#)
Easing Back-to-School Stress

Learn ways to make this back-to-school season less stressful for the whole family
READ MORE

Electronic Membership Orientation

Learn the basics of the new system and how to get your unit online
WATCH

This email is being sent to all unit, council and district PTA presidents, communications officers and membership officers.