



# Local PTA Marketing Plan Template

## BACKGROUND

Developing a marketing plan for your PTA can help you attain your PTA goals in a strategic and purposeful way.

In PTA we do great things for kids at our local, regional, state and national levels, but sometimes our community members don't know what we do. Marketing your PTA serves many purposes but for our marketing plan we will focus on:

- Increasing awareness
- Increasing membership
- Developing loyalty

Once you understand the principles, you can apply them to any marketing goal. Fortunately, with nearly 120 years of service, PTA has a well known brand. Companies spend lots of money to make sure their brand is known—we have that BUT—we want to make sure PTA is known for the right reasons.

## DEVELOPING YOUR PLAN

Ask these questions:

- Who do we want to be aware of what we are doing? (Audience)
- Who do we want to join? (Audience)
- What message you need to deliver to that audience? (Key Messages)
- Who is the best person (Key Influencer) to deliver that message?
- What is best way to deliver that message?
- How will we retain, engage, support our members?

In marketing, the goal is to deliver the right message (key message) to the right audience (potential member) by the right person (key influencer) in the right way (how).

This doesn't mean changing your **key message**, just targeting it...**Parents** want to know what the local PTA is going for their kids at their school, **Teachers** want to know what PTA is doing for them at their school and they might care about advocating for Education funding in Sacramento. So targeting the message helps the audience know **what's in it for them**.

Having a **key influencer** deliver the message maximizes the input—for example a teacher can speak to fellow teachers, a parent of a first grader can speak at Kindergarten orientation about how they felt the year before, a person who speaks another language can speak to parents or community members who speak that language.

**Key medium** is how you will deliver the message. In person, on a flier, on social media, in an email, poster, broadcast etc.

**Start with your biggest potential audiences.** At a school site, your largest audiences are parents, teachers/staff, students and past members. Then move to target group of people in the school community who have not joined, attend ESL meetings, booster club meetings,

## MARKETING PLAN WORKSHEET

Our PTA's overall key message is...

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Key Audience	Targeted Message	Key Influencer	Delivery Medium
Parents			
Teachers/Staff			
Students			
Past Members			
School Administrators			
School Board Members			
Community Leaders			
Local Business Leaders			