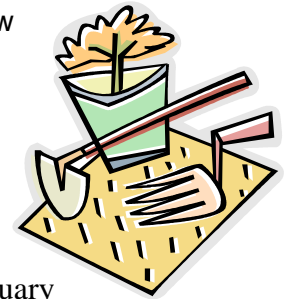


## How does your PTA grow?

### Consider a Mid-Year Membership Campaign

If your PTA is a respected relevant and fun association that is making a difference in your school and community, people will be eager to join...no matter the season! Remember, California State PTA offers membership awards for units that grow their PTAs!

Find out more at [www.capta.org](http://www.capta.org).



### Imagine...

- Nationwide, approximately 18 percent of PTA members join in January and February.
- PTAs that run more than one campaign a year have, on average, **20 percent more members**.
- A mid-year campaign reminds your community that membership is everyone's business.
- Parents who join their PTA in January/February can still make a positive impact at your school.

### Plan...

- Remind your PTA board to share with potential members the benefits of PTA for all children.
- Make a list of the categories of people you have yet to approach.
- Be sure you have the support of your principal and school staff.

### Promote...

- Advertise your PTA through newsletters, newspapers, websites, and marquee.
- Place poster/fliers on school and community bulletin boards (with permission).
- Distribute stickers, brochures, and fliers at PTA and school activities.
- Inform PTA members and potential members of special events.
- Position your PTA as part of America's number-one parent involvement organization.
- Set up your membership table at every PTA and school event.
- Include articles about membership and a clip-out membership form in every PTA newsletter.
- Publish your current membership count, celebrating the growth of your PTA.

## Renew Enthusiasm in Spring...

- Share involvement opportunities in the new calendar year.
- Invite newly transferred families to join in a special letter from your PTA and principal.
- Send membership forms and fliers home with winter report cards and school reminders.
- Create a “garden” poster that represents your growing membership, with flowers to which new-member names can be added. Display it prominently at your school.
- Ask people to join your PTA – don’t wait for them to offer. Have all sign-up materials handy!

