



ENCOURAGING TEACHERS TO JOIN PTA

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"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.](#)

REGISTER TODAY

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.