

Marketing your PTA – make it personal



There is great wisdom in the time-honored caveat of marketing professionals: *If you do things the same way time and time again, you will produce the same results.*

So it goes with marketing your PTA. Is membership growing or shrinking, robust or in decline? As you plan your summer and fall PTA membership campaigns, follow this simple solution: *make it personal.*

Last year, California State PTA conducted a statewide marketing research project and surveyed more than 1,000 parents at all grade levels including PTA members and potential members throughout the state.

We asked parents many questions, from their sense of belonging on campus to ways that they volunteer. **Three key reasons emerged regarding membership and the importance of joining PTA:**

- Joining PTA is a great way to support my school.
- PTA membership shows my children that I care about their education.
- My membership helps support valuable enrichment and programs that my school otherwise could not afford.

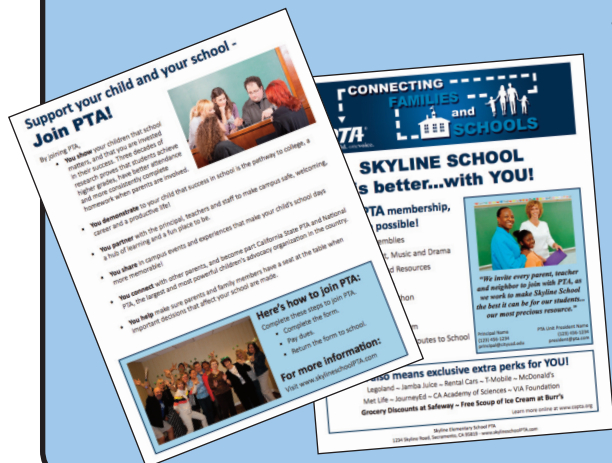
These reasons reinforce a critical point: **parents want their PTA to be local and personal, serving and supporting their children and the programs at their school.**

Consider these message points when communicating with parents about the importance of joining PTA:

- You signal to your child that school matters, and that you are invested in their success!
- You demonstrate to your child that success in school is the pathway to college, a career, and a productive life!
- You partner with the principal, teachers, and staff to make the campus safe, welcoming, a hub of learning and a fun place to be!
- You share in campus events and experiences that make your child's school days more memorable!
- You connect with other parents, become part of the school community, and support *every child with one voice.*
- You proudly affiliate with the California State and National PTA, the oldest, largest, and most powerful children's advocacy organization in the country.
- You join with other parents to discuss key issues and concerns of importance to your school and community.

There's a universe of parents and community members out there ... just waiting for your invitation; just waiting to hear how your PTA is committed to making your school better.

Membership Marketing Made Easy – new online tool for PTAs



PTA created a new customizable membership marketing tool, designed to help make marketing your PTA easy. Simply customize the flier by filling in the blanks on the template, add a few photos and quotes, and save it to your computer. Your customized membership flier can be sent out electronically, or copied and distributed at PTA or community events.

Check it out for yourself and get a jump start in your PTA membership campaign. Available in English and Spanish fillable PDF versions online at www.capta.org under the Membership tab and click "Membership Marketing Tools."

Market your PTA! And make it personal.