

10 TIPS

for Building a Successful Membership Campaign

1. Form a Membership Committee

- Yes! It's a real thing!
- You can't do it alone!
- You shouldn't try!
- I'm serious!

2. Choose a Campaign Theme

- Having a theme generates interest and enthusiasm.
- Display your theme in a high-traffic area of the school.
- Show the results of your campaign.

REMEMBER:

It's impossible to
choose the “**wrong**”
theme!



Lincoln Elementary PTA



BUT IF YOU CAN...



for more information go to: www.lincoln-pta.org

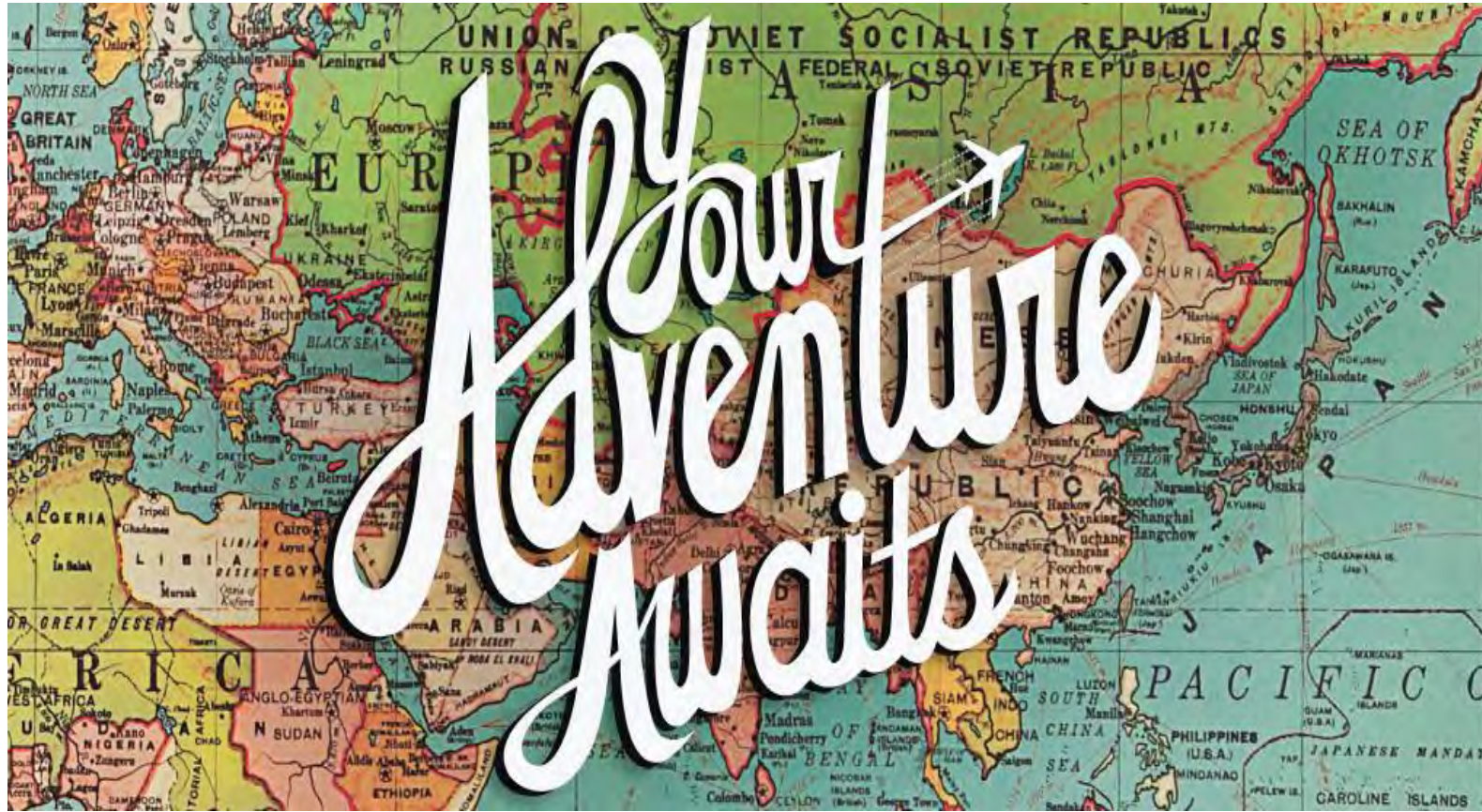
Utah PTA Membership Campaign
Theme 2017-18

Star Wars

Utah PTA Membership Campaign Theme 2019-20

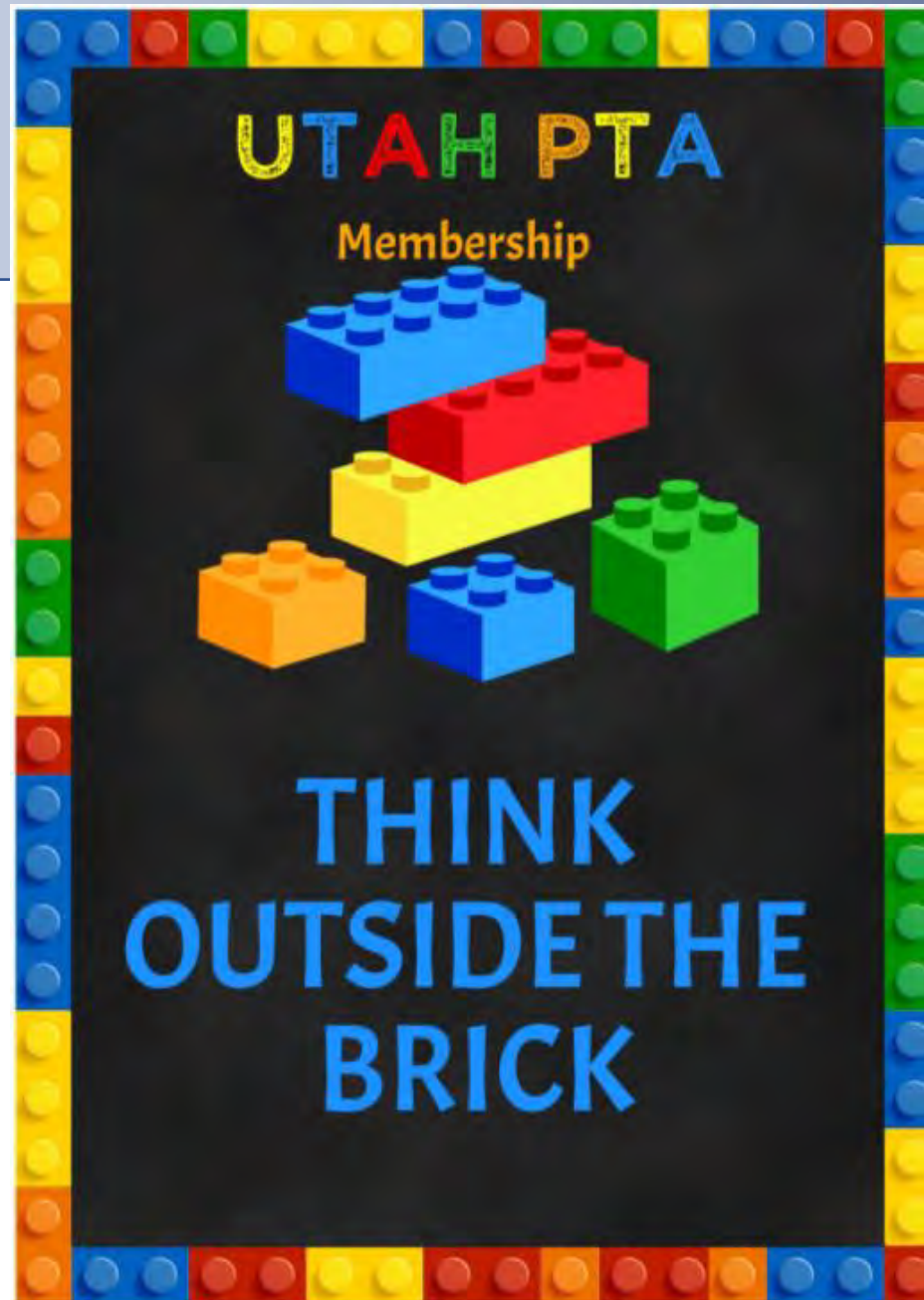


Utah PTA Membership Campaign Theme 2020-21



Utah PTA Membership Campaign Theme 2022-2022

{drum roll, please...}





PTA MEMBERSHIP IDEAS

17 sections · 667 Pins · 1,065 followers
Ideas to increase membership and get your message out

Your Pins More ideas

Dr. Seuss



let the adventure begin



llamas



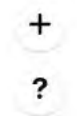
TEAM



Spy theme



Stars



3. Set Goals

- Together the membership committee sets goals.
- Make sure the goals are reasonable and attainable, though challenging.
- Remember to choose goals that will fit your individual strengths, comfort level, budget, time, and expertise.

Utah PTA Mission:

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

ADVOCATE:

By speaking on behalf of children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

DEVELOP:

Programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

ENGAGE:

The public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

PTAs need to:

- Be mission focused.
- Be welcoming and inclusive.
- Be transparent.
- Value time.
- Communicate effectively.
- Support student success.

Examples:

“We will increase our membership by 10% over last year.”

“We will get 100% of teachers to join PTA.”

“We will double our male membership over last year.”

REMEMBER:

Share your goals with your
PTA board
and with your school.

4. Target Potential Members

Retain & Recruit

Divide Responsibilities:

Assign committee members specific responsibilities:

- Retaining members
- Recruiting new members
- Increasing male involvement
- Asking teachers and staff to join

Kindergarten Parents

Some of us are Crying
Teary-Eyed and Blue.
Some of us are Cheering,
"I'm glad summer's through!"
Whatever mood you're feeling,
Stop by and stay awhile.
We'll be here to greet you with
Coffee and a Smile!

Please join us for a
BOOHOO to YAHOO BREAKFAST!
Friday, August 15th
8:00 am to 8:30 am
in the School Library

Hosted by the Dalraida PPA

Consider hosting a breakfast gathering for kindergarten parents after they drop off their children on the first day of school. This helps families feel welcome at the school and, at the same time, provides them with a positive first experience with your PTA. Provide forms, envelopes, or a link for parents to join PTA! These new families are often excited to join PTA!

Whether you're shedding TEARS
or shouting a few CHEERS....
Here's to a GREAT year at Sunny Hills!

Want to get involved? Join@ sunnyhillspta.org





In honor of all you do,
please join us!

Monday, May 6th - BREAKFAST
7:20 am until 9:20 am - PTA Room

Tues, May 7th - HOT OFF THE GRILL BURGERS
10:30 am until 1:30 pm - Courtyard behind Library

Wednesday, May 8th - GRAB 'N GO SNACKS
ALL DAY - PTA Room

Thursday, May 9th - DESSERT BAR
10:30 am until 1:30 pm - PTA Room

Friday, May 10th - BBQ LUNCH
10:30 am until 1:30 pm - PTA Room



Leadership
Convention

UTAH PTA

2021



CALLING ALL
MEN!

MANuary January

CONTEST

DADS, STEPDADS, GRANDPAS, UNCLES, BROTHERS, COUSINS AND NEIGHBORS.
STEP OUT AND BE A PART OF BISSELL PTA AND MAKE A DIFFERENCE!
ALL MALE MEMBERS HAVE A CHANCE TO WIN A HAIR CUT FROM **SPORTS CLIPS!**
YOUR STUDENT ALSO CAN WIN A POPCORN AND PJ PARTY FOR THEIR ENTIRE CLASS.

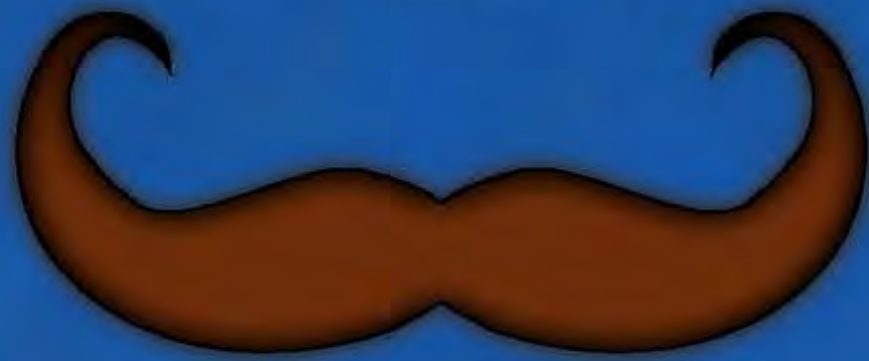
THANKS FOR YOUR SUPPORT!

****YOU CAN SIGN UP THROUGH CHEDDAR UP UNDER BISSELL PTA OR EMAIL US AT
BISSELLPTA@GMAIL.COM FOR A HARD COPY.**

**Utah
PTA®**

everychild.one voice.

I



You To
Join PTA

**REALLY? YOU JOINED
THE PTA FOR ME?
THANK YOU!**



PTA: EVERY CHILD, ONE VOICE!

5. Have a Plan

Examples:

“We will set up a membership table at Back-to-**School Night.**”

“We will have an incentive for the class with the highest percentage **of members.**”

“We will post on our social media sites.”

“We’ll send a **JOIN PTA blast through** MemberHub.”

Are You Connected?



Join PTA Today! Get Connected.



www.planopta.org

Piano ISD Council
PTA
everychild.one voice.®

**Utah
PTA**
everychild.one voice.



6. Sell the Value of PTA Membership

Recruiting new members goes hand-in-hand with making sure they find value in PTA and renew their membership.

Some may find value in:

- Member benefits.
- Financial support PTA offers their local school.
- The national or state advocacy piece.
- Something entirely different.

- Emphasize to new members what they get for their membership dues.
- Keep members motivated through on-going communication, opportunities to volunteer, and recognition.
- However, the number one benefit that PTA members receive from PTA membership is the ability to help their own child(ren) or other children.



5 Reasons to join PTA

(membership is annual)

1. Benefit your child!

*Research shows that children perform better
when parents are involved both at home and school*

2. Get Connected!

There is no better way to know what's happening at school

3. Tap into a network!

*PTA connects you to other parents and teachers through meetings,
events and communications, helping to build a sense of community*

4. Be a role model!

*By becoming a PTA member, you'll be demonstrating to your child
the importance you place on education*

5. Witness improvement!

*By getting involved in PTA you'll be part of the
solution - helping to make positive changes.*



The Mitchell PTA wants YOU!

PTA is a partnership of parents, teachers, administrators and community members whose goal is to advocate for the educational success, health and well-being of our children.

How do I join?

Visit www.MitchellElementaryPTA.org and click on the link to "PTA Forms" to complete and submit your membership online. Annual dues are only \$6 per member.

What's required?

Joining the PTA connects you to Mitchell news and events, but does NOT require any volunteer commitment. The PTA thrives because of our members' time, energy and ideas, but your individual level of involvement is completely voluntary.

The Benefits?

As a PTA member, you will become even more connected to the Mitchell community. You will have opportunities to share your ideas with other school parents with similar interests and goals. By joining the PTA, your voice becomes a part of the Bobcat roar!



Join **PTA** Today!



Together

When you join PTA, you join a community that encourages student achievement and enriches the learning environment.

We believe in building partnerships between our families and our school.

We believe **TOGETHER** we can help our children be successful.

Research proves kids do better when parents are involved. We welcome you to get involved with PTA to show your support!

Everyone

Who can join?

- Parents (Mom AND Dad)
- Grandparents
- Teachers/Staff
- Alumni
- Friends and Family!

Our goal is to reach

100%

membership!

(one member per enrolled child)

Please partner with us to reach this goal and sign your family up today!

Achieves

PTA Supports

- Student Enrichment Programs
- Social Family Events
- Classroom Grants
- Field Trips
- Teacher Appreciation
- Special Event Assemblies
- Scholarships
- Art Docent Program
- Reflections
- Creative Arts Programs (CAP)
- Communications (website, newsletter, etc.)

More

Being a PTA member means
MORE ...

- **A Legislative Voice**
(the more members, the louder our voice to advocate for our children and school in legislation)
- **A Way To Get Connected**
(provides a sense of community and keeps you notified of what is happening in the school)
- **Makes You A Positive Role Model**
(demonstrates to your children the importance you place on education)
- **Provides Great Resources**
(provides a variety of programs and online parenting resources)

Utah
PTA

everychild.one voice.

*Leadership
Convention*
UTAH PTA
2021

Be informed.

Be active.

Be your kid's biggest fan.

Be PTA.

Texas
PTA



Utah
PTA[®]
everychild.one voice.

You get the card-
but your kid benefits.

Join PTA!

PTA
every child, one voice®

Utah
PTA
everychild.one voice.

Helpful Tips & Reminders:

- **Don't** sit behind the membership table! Stand in front of the table, clipboards in hand (with a membership form attached) to avoid long lines.
- Draw attention to your table.
- Have a volunteer sign-up area separate from your membership sign-up table.



PTA



WHO CAN JOIN PTA?

Parents
Kids
Friends
Anyone

PTA IS ABLE TO FUND...

- Field Trips
- Movie License
- Speeches/Activities
- Teacher/Mentor, Internships
- Teacher Application books
- Binge, radio
- And many more things



Read

