

Membership Campaign Ideas and Q&A

Utah PTA Leadership Convention 2021

Choosing a Campaign Theme

- Having a **theme** generates interest and enthusiasm.
- Using a **theme** will make your membership campaign easier.
- A fun and unique **theme** can take your PTA membership drive to a whole new level.
- Once you have a **theme** idea, use the **theme** graphics on all your publications and handouts.
- Use the **theme** to create incentives and build events.
- Use visuals with the **theme** to show membership success.

But
remember...

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

**Looking for more
membership
theme ideas?
Follow us on
Pinterest!**



PTA MEMBERSHIP IDEAS



Ideas to increase membership and get
your message out

Pins

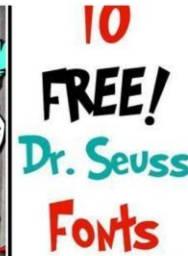
More ideas ●



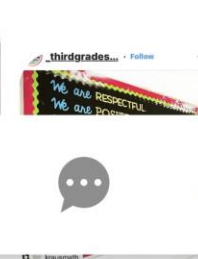
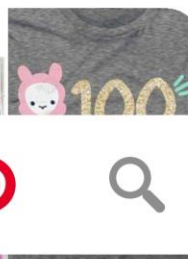
Select



Dr. Seuss
20 Pins



let the adventure
begin
72 Pins



Previous Utah PTA Membership Themes:

2017-18 Membership Theme

SUPER HEROES

We chose “Super Heroes” because they:

- Always do their best.
- Look out for everyone.
- Speak kind words.
- Are a friend to everyone.

I AM
A PTSA
MEMBER!



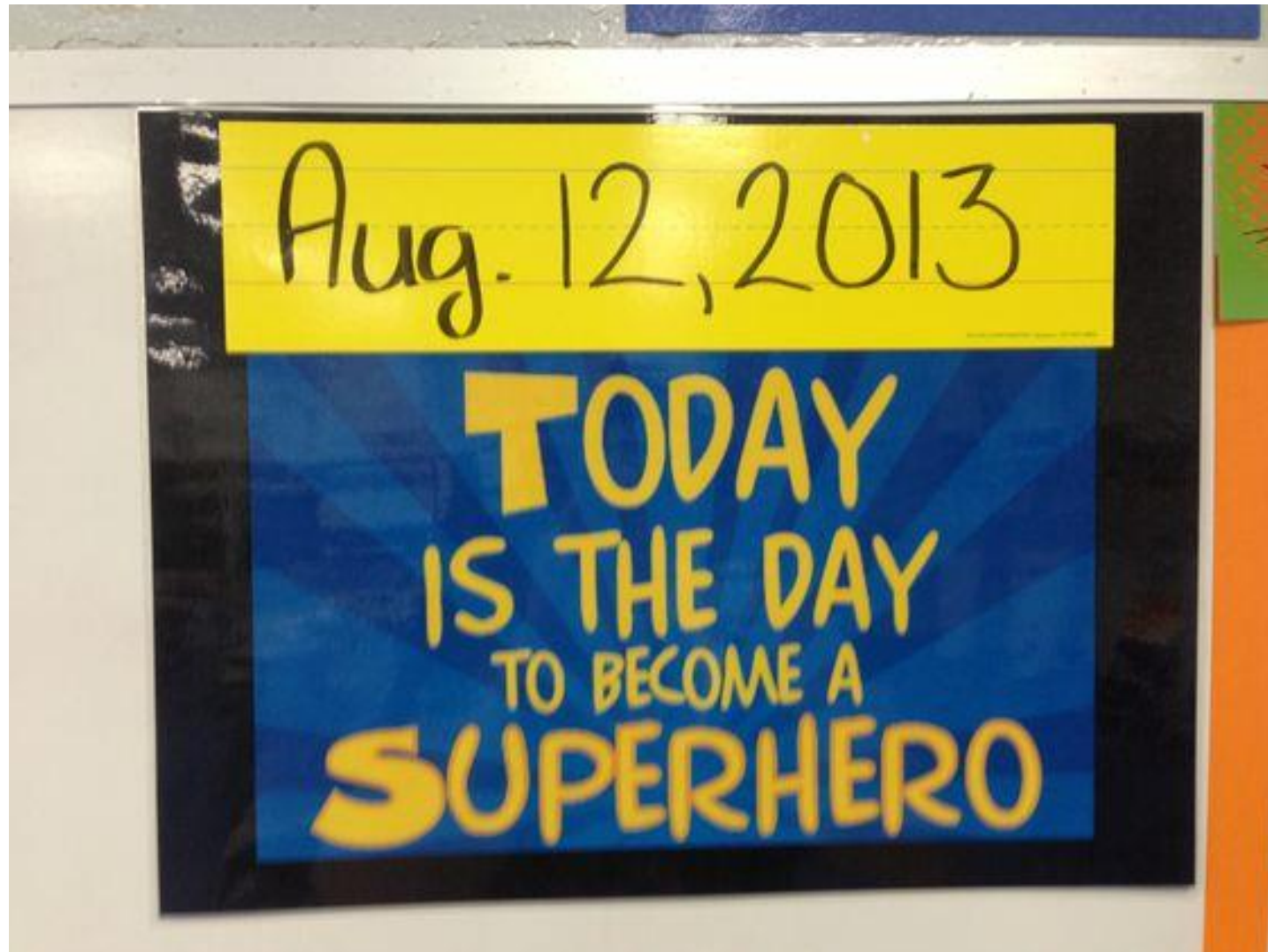
WHAT IS
YOUR
SUPER POW



CENTERVILLE
ELEMENTARY
PTA

NOT ALL SUPERHEROES
WEAR CAPES









DO GOOD THINGS FOR KIDS!

LINCOLN
PTA

Lincoln Elementary PTA



BY SIMPLY JOINING PTA YOU ARE ADVOCATING
ON BEHALF OF ALL CHILDREN (INCLUDING YOUR
OWN!) NO ADDITIONAL COMMITMENT IS REQUIRED.

BUT IF YOU CAN...



ANY AMOUNT YOU CAN GIVE HELPS OUR SCHOOL.
EVERY DOLLAR WE RAISE GOES INTO PROGRAMS
AND SERVICES FOR OUR KIDS!



THERE'S A LOT WE CAN DO TOGETHER! EVEN ONE
HOUR OF TIME CAN HELP MAKE AN EVENT GREAT.
BRING A FRIEND AND MAKE NEW FRIENDS.

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

1. “DOUBLE YOUR POWER”

- A challenge to double our membership
- Membership is everyone’s responsibility!
- “Feel the power of the cape” or “Not every super hero wears a cape”
- Treat: Super Hero Power Kit (candy ring pop, pop rocks, Doublemint gum, Double Bubble gum) with a cute tag

2. “Why Join PTA?”

- Wonder Woman-Wonder Why PTA
- Many hands make light work!
- Meet new friends
- You’ll feel good about it!
- Children will benefit from it!
- Index card/elevator speech to tell their story
- Treat: Wonder Woman cupcakes with topper

3. New Year, New PTA Goals!

- Facebook post in January
- New campaign for the new year; run an add'l membership drive
- “We {heart} PTA!” contest
- Treat: Heart shaped sugar cookies with “We {heart} PTA!” tag

4. “Use Your Spidey Senses to Find New Board Members”

- Plug for new board members to go to convention
- “With great power comes great responsibility”-Spiderman’s Uncle Ben or Voltair (whomever you choose)
- Treat: Red, white, and blue pretzel rods

2018-19 Membership Theme

Star Wars

*Leadership
Convention*
UTAH PTA
2021

TOGETHER WE CAN RULE THE GALAXY

SHADOW VALLEY ELEMENTARY
TEACHER APPRECIATION

MAY 4TH-8TH, 2015

**Utah
PTA**
everychild.one voice.

STAR WARS ALPHABET

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z
0 1 2 3 4 5 6 7 8 9

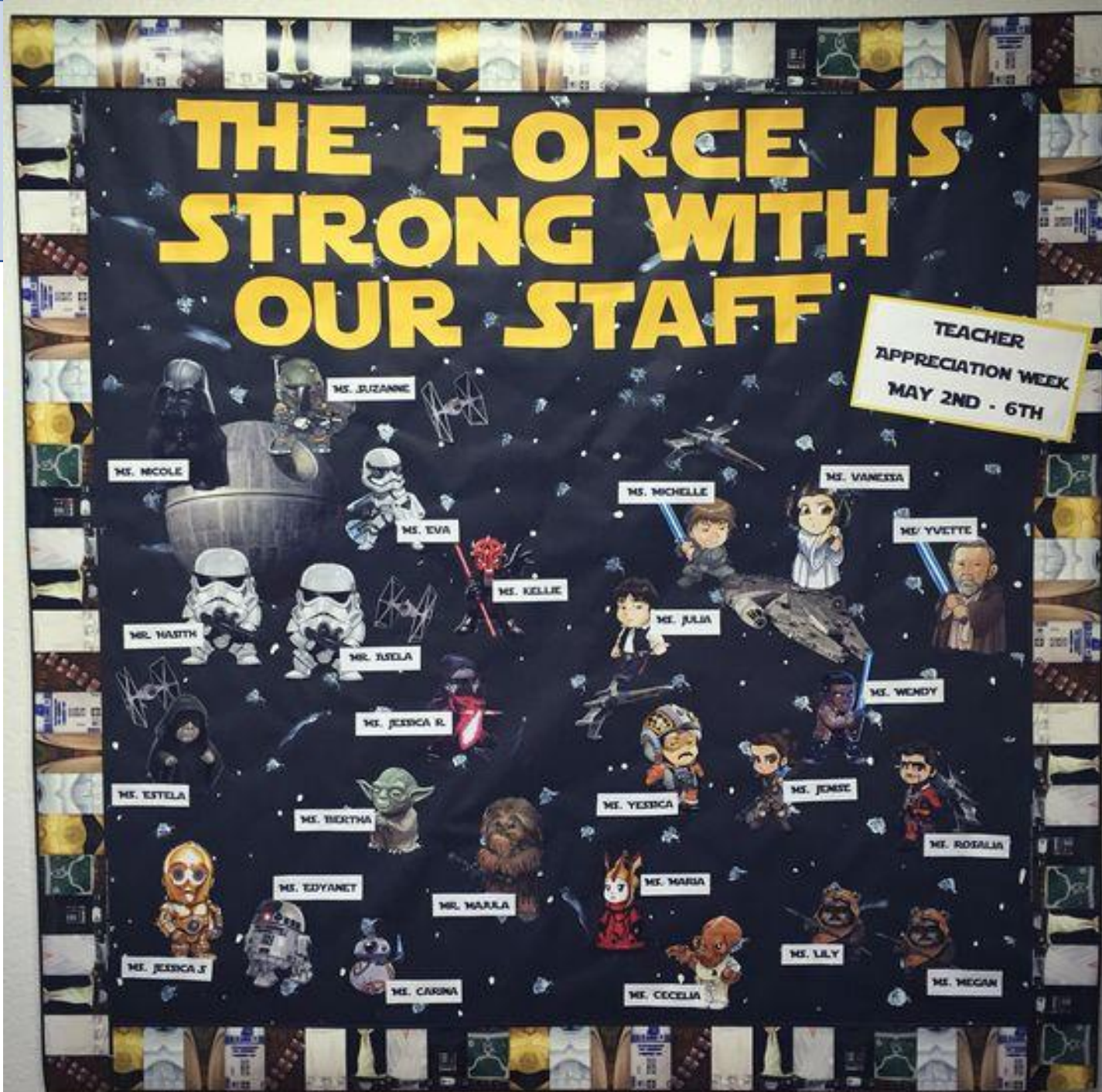
*Leadership
Convention*
UTAH PTA
2021

JEDI MASTER
PTA
WE ARE.
LIKE A
NORMAL
PTA
EXCEPT
WAY COOLER

Utah
PTA[®]
everychild.one voice.

Incentives





“Never tell me the odds.”



“WHAT’S YOUR PTA STORY?”



“I am a Jedi, like my father before me...”

2019-20 Membership Theme









Detective Costume



① Start with black pants and a black t-shirt



② Put on a classic trench



③ Add some accessories: a fedora, big sunglasses, etc.



⑤ And of course...a magnifying glass



④ Black boots for sleuthing







PASSWORD CIPHER

USE THIS PASSWORD CIPHER TO
HELP YOU DECODE YOUR SECRET PASSWORD



A	B	C	D	E	F	G	H	I	J	K	L	M

N	O	P	Q	R	S	T	U	V	W	X	Y	Z

I have STOLEN
YOUR PARTY favors
if YOU want THEM
back PUT \$5,000 IN
this RED WAGON BY
4PM or You WILL NEVER
see YOUR FAVORS
again do NOT call
THE POLICE



OUR GOAL \$ _____

