

7. Motivators

- Post your membership goal in a high-traffic area in your school.
- Show results of your campaign.



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OUR GOAL \$ _____





8. Incentives/Awards/Prizes

- “The Class with the highest percentage of memberships get...”
- “The class with 100% envelopes returned gets...” (*empty envelopes are okay!*)
- Ask the Principal to do something wacky if you reach a certain goal.
- Offer “punch cards” to members for joining.
- Offer discounts on school t-shirts.
- Offer discounts for the book fair or carnival.
- Free entrance into the school dance for joining PTSA.

*Leadership
Convention*
UTAH PTA
2021











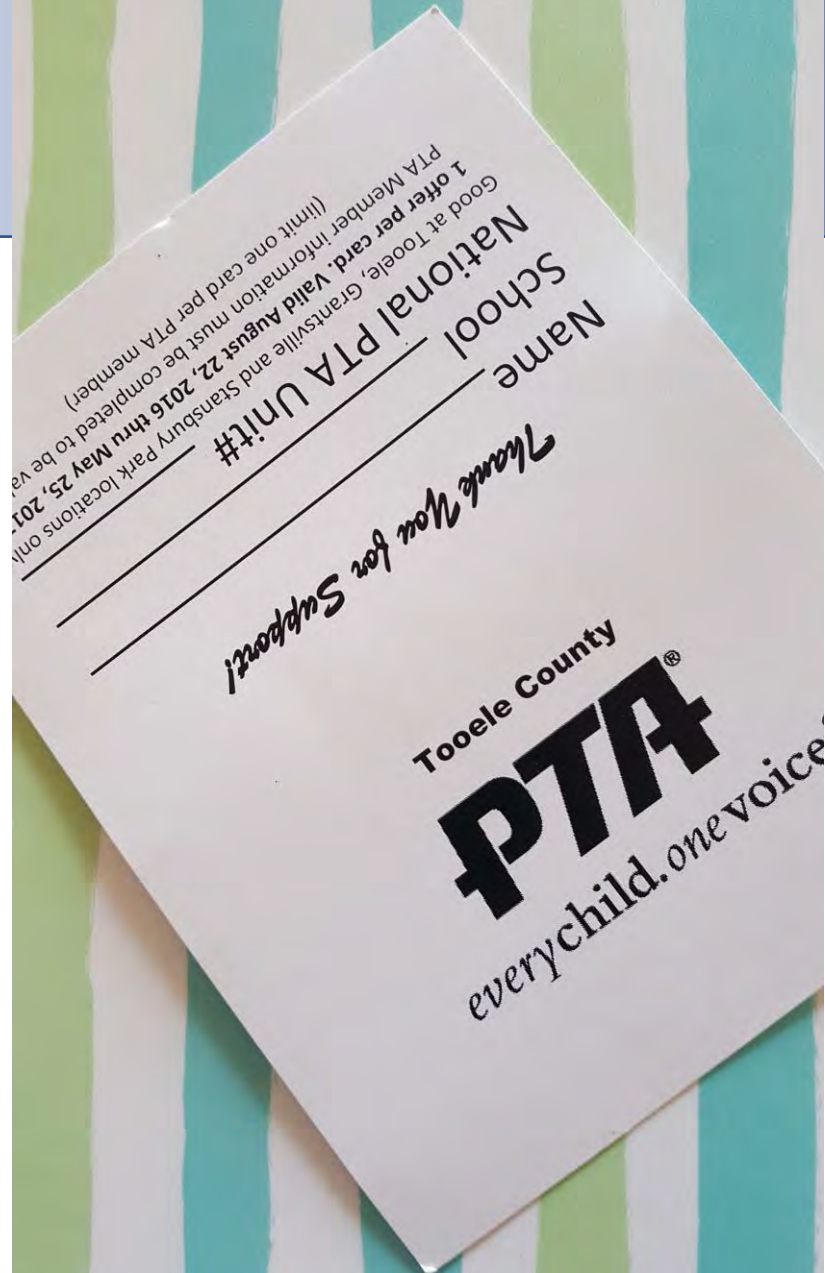




Build Involvement!

PTA Parent Punch Card

★ PTA PUNCH CARD ★	
Bring this card to our featured events below and get a "punch" for attending. At the end of the year, you'll be entered to win a prize from the PTO!	
First PTO Meeting of the Year! <i>Date and Time</i>	
Family Tech Talk Night <i>Date and Time</i>	
Family Science Night <i>Date and Time</i>	
Fun Run <i>Date and Time</i>	
Auction <i>Date and Time</i>	
Family Movie Night <i>Date and Time</i>	
Spring Carnival <i>Date and Time</i>	
Family Reading Night <i>Date and Time</i>	



**Leadership
Convention**
U T A H P T A
2021

Costa Vida – Buy 1 entrée & 2 large drinks get 1 entrée free
(of equal or lesser value)

Links at Overlake – Buy 1 get 1 free bucket of balls
(1 free bucket/day/person)

Domino's Pizza – Buy 1 large pizza get 1 medium 1 topping pizza free
(carry out only)

Pratt Aquatic - \$6 Family swim

Sweet Pea - \$10 off purchase over \$25

Birch Pharmacy – Tooele location: \$10 off OTC or gift purchase with any new or transfer
Grantsville & Stansbury locations: \$10 Soelbergs gift card with any new or transferred r

Big 5 – 10% off entire purchase (excludes licenses, gift cards, ammo, firearms, tennis bal
Jansport, Under Armour, and Nike) – key code 2082311

Walmart Vision – 10% off 1 order glasses or contacts

Roxberry Juice Co. – Buy 1 smoothie at regular price get 2nd for \$1

Papa John's Pizza – Buy 1 large pizza at regular price get 2nd free (equal or lesser value)

Vista Linda – Buy 1 dinner platter at regular price, get 2nd dinner platter of equal or lesse
value free.

Zaxby's – Buy 1 chicken finger plate get 1 free

Papa Murphy's – 1 free large 1 topping pizza with purchase of any family size pizza @ re
price.

American Burger – 10% off order

Coldstone – 2 like-it size creations with 1 mix-in each & plain waffle cone for \$7. PLU #2

Rockstar Pets – 20% off dog and cat supplies

Nigh-Time Donuts – Buy 1 donut get 1 free (of equal or lesser value)

Types of Memberships:

1. One person membership: One person=one membership
(example: \$6 per membership)
2. Two person membership:
 - Two people=two memberships (example \$12 per couple)
 - OR
 - Two people=two memberships for a discount when two people sign up together (example \$10 per couple)
3. No family memberships (where price covers everyone in a family). Dues must be paid per person.

9. Campaign All Year Long

- Every event your school or PTA holds is a chance for more people to become members of PTA! Ask for a PTA table at major school events. Always have your sign-up sheets and information ready! Have membership envelopes on hand to hand out to people who are not yet members.
- Continue to ask parents to join throughout the year.
- Continue to promote your PTA.
- Include PTA membership materials in new student packets in the school office.
- Be sure to schedule your recruitment and retention activities throughout the year, particularly at Back-to-School Night in the fall and at the start of the new year in January.

New Year,
new PTA goals!





February is a great time to launch an "I Love PTA" (or similar) campaign! All local PTA units that submit at least 14 new PTA memberships from now through February 25, 2018 will be entered into a drawing for a \$25 gift certificate to the PTA Store. Three winners will be drawn from those eligible.

Please submit new membership dues to Utah PTA by February 25, 2018.

Sample campaign themes ideas:

- We {heart} PTA!
- Bee a Sweetheart and Buy a PTA Membership
- WHOOO Loves PTA?
- PTA Membership is SWEET!



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10. Evaluate & Adjust

Continuously seek feedback from committee members on issues such as :

- How many new members they are recruiting?
- How they are helping these new members acclimate to PTA and get involved?
- How many members are staying active?

Regardless of whether the evaluation is done through a formal survey or informal communication, it should be systematic, recorded, and used to adjust and improve the goals of the Membership Committee.



Good luck on your
membership
campaign!



ONE MEMBER AT A TIME.

Follow Utah PTA



Facebook

Groups you can join:

- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils



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