

MEMBERSHIP I: THE BASIC TOOLS

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WELCOME TO MEMBERSHIP!

Membership is one of the most rewarding and important positions of PTA!

It can also be incredibly challenging.

Today we will discuss the basics of running a membership campaign as well as some of the challenges membership faces, and how we can overcome them.

BASICS OF THE BASICS

- ~ Report dues accurately, mail to the state office by 1st of each month with a dues remittance form filled out correctly, \$4.25 for each individual membership, and \$5.50 for each business membership.
- ~ Read your bylaws.
- ~ Know the why and benefits of PTA.
- ~ Membership chair responsibilities.
- ~ Have a budget.

IT'S NOT A SOLO PERFORMANCE!!!

You may be the membership chair, but you can't do it alone. Maybe you're even lucky enough to have a whole committee to help you build your units membership numbers! Whichever the case, it will take a village to run a year-round successful membership campaign.

Not only should your whole board have an emphasis on membership, but think of who else would be a powerful voice to promote the purpose of PTA & importance of membership.

YOUR THEME IS ONLY LIMITED BY YOUR IMAGINATION!

Creating a theme for your membership campaign is not only fun, but a great way to attract people's attention!

When choosing it take things into consideration like school mascots, does your school have a theme each year, MOPTA membership theme, etc. Be creative & have a plan on how to incorporate into a membership contest.

Make sure you think of capturing the students attention as well!

ANYONE CAN BE A MEMBER.

Membership recruitment should reach beyond parents & teachers. Neighbors, extended family, & support staff are just a couple of people to remember when campaigning.

Then there is your community partnerships. Business memberships can be a mutually beneficial relationship. They may offer PTA perks to your unit's membership and you can help advertise their business on multiple platforms.

THIS ISN'T YOUR GRANDMOTHER'S PTA!

Not every home has a “traditional” family unit. Ensure your PTA is diverse and welcoming to potential members.

Let them know they can be as involved, or not involved, as they want to be. Find something for everyone who wants to do something, or you'll lose potential members.

PTA is an organization for everyone, make sure your membership knows that.

KNOW YOUR AUDIENCE!

PTA has many benefits, you'll need to be able to speak to all of them when recruiting members. A teacher's reason for joining PTA will differ from a parent. For that matter, different parents will join for different reasons. Flex your message for your audience.

Whether they join to be an advocate, because you're giving an incentive, or any reason at all, more members give your unit a larger voice for the children which is what truly matters!

EDUCATE THEM!

Do your potential members know what you do for the students, the staff, and your school? Do they know you're more than fundraisers and bake sales?

Let them know that you sponsor field trips, provide MAP testing snacks, provide staff with appreciation gifts, provide the camera club with a new camera; you get my drift?

And do they know what events you directly run, like Muffins for Mom, Grandparents Day, the school carnival?

ALWAYS REMEMBER.....

- ~ To have a Procedure Book & Plan Development
- ~ To have a timeline
- ~ To have a membership goal (and a S-T-R-E-T-C-H goal)
- ~ To have a membership form
- ~ To use the resources available to you at MOPTA.org and PTA.org
- ~ To thank your members for their membership and what they do for PTA.

DRIVE YOUR MEMBERSHIP YEAR ROUND!

Of course there's registration, meet the teacher night, BTS breakfasts & BBQs, but there are many more opportunities too. Membership is a year round mission.

Plan to have a presence at all events, send home flyers, blast your social media, and newsletters. Are you reaching new families that come in mid-year?

How will you drive membership mid-year?

OPEN DISCUSSION....

Questions?

Comments?

Your own membership challenges?

Your own membership wins?

Network!

Brainstorm!