

MEMBERSHIP TIPS, TRICKS AND TOOLS OF THE TRADE

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RECRUITMENT & RETENTION

- What is recruitment?
 - The action of finding new people to join an organization and support a cause
- So...you must value PTA, know what PTA is all about, and what our cause is
 - The PTA Mission
 - The PTA Purpose
 - The PTA Difference

- What is your idea of retention?
 - Is it keeping existing members?
 - Is it just a number thing?
- How are you increasing engagement, "branding" your PTA, and maintaining or increasing the feeling of loyalty to your PTA/PTSA?

SUCCESS THROUGH PLANNING Recruitment

Choose a Theme

- Use it and carry it throughout the year
- Set Goals
 - You have to know where you've been and where you are going
- Form a Committee, Hold Meetings and Know your Budget
 - Find your Customer Service Crew
 - You do not need to be a one-man show!

GET THEM IN THE DOOR

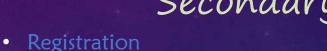
Recruitment

Elementary

- Back to School/Meet the Teacher Night
 - Have a themed table(s), plenty of volunteers, and offer directions
- Make it Easy
 - Have tables and volunteers in the hallways, pass out fliers i.e. Coffee & Cry, Fall Event(s), Parent Information Nights, answer questions

 SMILE!
- Everyone joins PTA!
 - Have an expectation that everyone who enters the door wants to know what PTA is all about and can't wait to join.
 - Share examples of how fathers, grandparents and other caregivers are involved at your school.

Secondary



- Have a themed table, student volunteers working with adults, and be informative
- Make it Convenient
 - Long lines and writing checks don't be another line students and/or parents have to stand in! Combine and make it efficient – SMILE!
- Advertise the Value
 - Why join PTSA? Student Leadership opportunities, raffles benefiting the students including parking places, graduation seating, monthly T-shirt drawings, etc.
 - Advertise what the secondary level of PTA/PTSA is all about



STRATEGIES FOR ...

- Kindergarten Parents & Other Transition Grades
 - Eager and excited to join, use that energy!
 - Perfect opportunity to make your PTA the source for information
- Wanting to increase demographics based on goals?
 - Volunteers should represent your goals
 - Identify barriers (i.e. language)
- The person who says, "NO" to joining
 - Don't despair you are committed to your membership drive throughout the year. Thank them for their interest and ask what else you can help them with
 - Many opportunities throughout the year to advertise the benefit to being a member of PTA

Recruitment

HOW WILL YOU COMMUNICATE?

- Choose your methods
 - Pick three to four methods and stick with them
- BE CONSISTENT
 - How often are you communicating?
 - What are you communicating?
- Work with the school
 - Don't re-create the communication method, improve it
 - Many opportunities to "Brand" your PTA and advertise what you are accomplishing

Retention







WHAT SETS YOUR PTA APART?

Retention

Elementary

- Create a PTA Culture of Family
 - What activities do you offer that invite the "family" to your school?
 - How do you take steps to include everybody?
- Offer Family Programs throughout the Year
 - Have something for everyone, with the goal of helping your families be involved in their child's school.
- Let the students be involved.
 - Many times we forget to ask the kids what they feel is important!

Secondary

- Student Leadership
 - Encourage and welcome students in PTSA leadership positions.
 - Involve students in the planning and execution of events.
- Civic and Service Opportunities
 - Provide students with service volunteer opportunities that can be listed on their college applications.
- School Partnership
 - What can the PTSA help to support that your school already does well? What programs/activities would the Principal like help with?

WHAT SETS YOUR PTA APART?

Retention

- Think Outside the Box
 - How can you incorporate community members, senior citizens and board members in/at your events?
 - What needs or information can your PTA/PTSA provide?
 - How are you including teachers in your decision making process?

How do you Advocate?

 What are the steps your unit takes to advocate on behalf of children?

Current Topics

 What are the issues affecting students TODAY? What are their concerns? How is your PTA relevant?

A GRATEFUL PTA IS A SUCCESSFUL PTA



- Show Your Appreciation a Thank You Note goes a long way
 - Parents, Volunteers, Students or anyone who joins
 - Administration, Teachers, School Board
 - Community Businesses Partners or other Organizations that support your PTA
 - Recognize your Volunteers



Be Genuine in Your Appreciation

- Take the time, Smile and tell them how their service was beneficial
- Don't forget to thank the families of your volunteers as well!

- National PTA
 - www.pta.org
 - About PTA; News & Events; Advocacy; At School; For Families and PTA Leaders
 - Back to School Kit found at www.PTAKit.org
 - Quick Reference Guides: PTA President, Finance, Membership, Programs, Fundraising, Advocacy and Communications
 - Membership Section has Additional Resources ready to use fliers, emails, sample letters, benefit flier and more (also available in Spanish versions)





Save Money with PTA











About PTA • News & Events • Advocacy • At School • For Families • PTA Leaders

Login
Home > At School > Reflections Arts Program

School of Excellence

Reflections Arts Program

- For Students
 Art Gallery
 Reflections Toolkit
- · Awards & Events #ArtsEd Tools
 Mary Lou Anderson Grant

Family Reading Experience

Connect for Respect

Healthy Lifestyles

Safety at Home and at Play Every Child in Focus

Take Your Family to School

Teacher Appreciation Week

Awards & Grants

Family Engagement Tools

Reflections

Register Your PTA	For Students	Art Gallery
Reflections Toolkit	Awards & Events	#ArtsEd Tools

Reflections Arts Program: What is Your Story?

PTA Reflections is a nationally acclaimed student recognition program to encourage artistic creativity in the classroom and at home. Students of all grades and abilities may participate and explore the arts based on the 2016-2017 theme: What Is Your Story?

To participate, contact your Local/State PTA for official program rules and deadlines.

For PTA Leaders:

REGISTER YOUR PTA

SUBMIT STUDENT ENTRY

Book mark these!



Additional Resources

Select Language

- Missouri PTA
 - www.mopta.org
 - About Missouri PTA; Membership; Programs/Services; News; Events;
 Advocacy and PTA Members Section
 - Missouri PTA Tool Kit found in the PTA Members Section
 - Committees, Bylaws & Parliamentary Procedure, Leadership,
 Organizational Structure, Resources, Handbooks, Awards
- Training is Invaluable
 - NPTA Convention, Missouri PTA State Convention, Schools of Information, workshops posted online

Missouri D7/4

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ABOUT MISSOURI PTAY MEMBERSHIPY PROGRAMS/SERVICESY NEWSY EVENTSY ADVOCACYY PTA MEMBERS SECTION



Membership In Action



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Book mark these!

.a.org/workshops/

Missouri P7/4

ABOUT MISSOURI PTA

MEMBERSHIP

PROGRAMS/S

- NEW

EVEN

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Workshops

SATURDAY April 23, 2016 8:45 am - 9:45 am #100 (Students Only) - Break Out PTA!

Presenters: Meagan Gardner and Will Wiese – Missouri PTA Student Representatives

Description: "ATTENTION! Something has happened! The Bridgewood Middle School PTA's

Treasurer, Mrs. Clemintine Hassy, has gone missing and so has all of their PTA's money. They need our help!" In this icebreaker activity, students will have to work together to collect clues and put together the pieces of the puzzle to solve the mystery of where is Hassy and what happened to the money.

♦101 - MEMBERSHIP I - The Basic Tools

Presenter: Jennifer Daugherty, Missouri PTA Membership Emphasis Chairman Description: Welcome to membership! Dild you know the membership position is one of the most important, challenging and rewarding PTA roles? Are you ready to roll up the shirt sleeves and get to work making our voice bigger & louder? We will discuss all the vital components of a success membership campaign so your tool box is ready to go for 2016!

♦102 - Parliamentary Procedure - "Leading an Excellent Meeting"

Presenter: Dr. Leonard M. Young - Parliamentarian

Description: Parliamentary procedure is a very useful and powerful tool for PTA leaders. Dr. Young has been advising Missouri PTA for more than 20 years and is one of the leading experts on the topic. We think you will find his presentation engaging as you learn how to prepare for and conduct an efficient meeting. Take home the tool that PTA leaders need to be successful.

LOGIN

Howdy, Rebecca Cahill | Logout

FINANCIAL REVIEW FORM



CONTACT



RECOGNITION & ACHIEVEMENT

- Don't Let Your Hard Work go Unnoticed!
 - Most Awards are for your UNIT
 - Membership, Achievement, Newsletter, Website and Engagement
 - Other Awards are for INDIVIDUALS
 - Leader's Project, Advocacy through Legislation, Distinguished Service and Student Safety
 - Don't forget about GRANTS offered by NPTA

Awards and Recognition Should be Proudly Displayed in your School





