

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

- Registration
 - 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



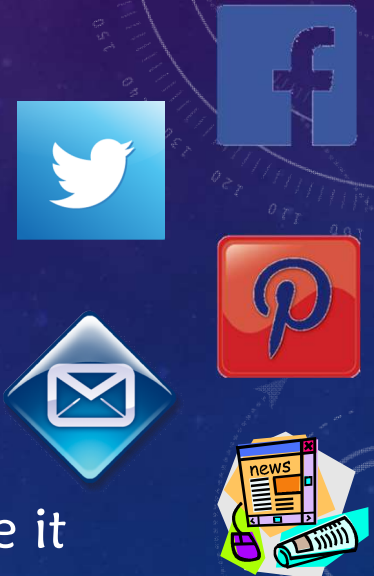
STRATEGIES FOR...

- 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

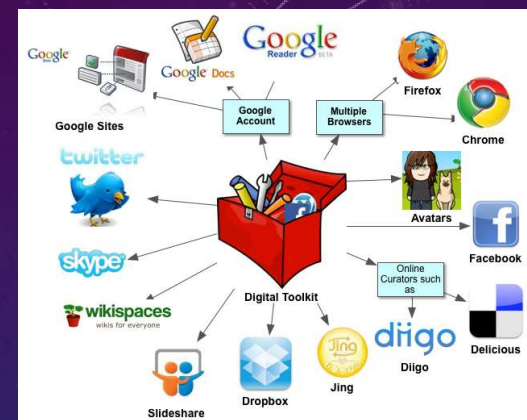
*Thank
You*

- 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!



MEMBERSHIP TOOLS

- 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)



MEMBERSHIP TOOLS

Book mark
these!

This screenshot shows the 'Reflections Arts Program' page on the National PTA website. The header includes the PTA logo and navigation links like 'About PTA', 'News & Events', and 'At School'. The main content area features a large 'Reflections' logo and buttons for 'Register Your PTA', 'For Students', 'Art Gallery', 'Reflections Toolkit', 'Awards & Events', and '#ArtsEd Tools'. A sidebar on the left lists various resources under 'At School' and 'Family Reading Experience'. The page is designed to encourage artistic creativity in schools and homes.

This screenshot shows the 'Back-to-School Kit' page on the National PTA website. The header features the PTA logo and the text '2015-2016 Back-to-School Kit'. Below the header is a navigation bar with links for 'PTA President', 'Finance', 'Membership', 'Programs', 'Fundraising', 'Advocacy', and 'Communications'. The main content area includes a large image of a diverse group of smiling families and the word 'Membership' in a large font. At the bottom, there is a section for 'Additional Resources' and a language selection dropdown.

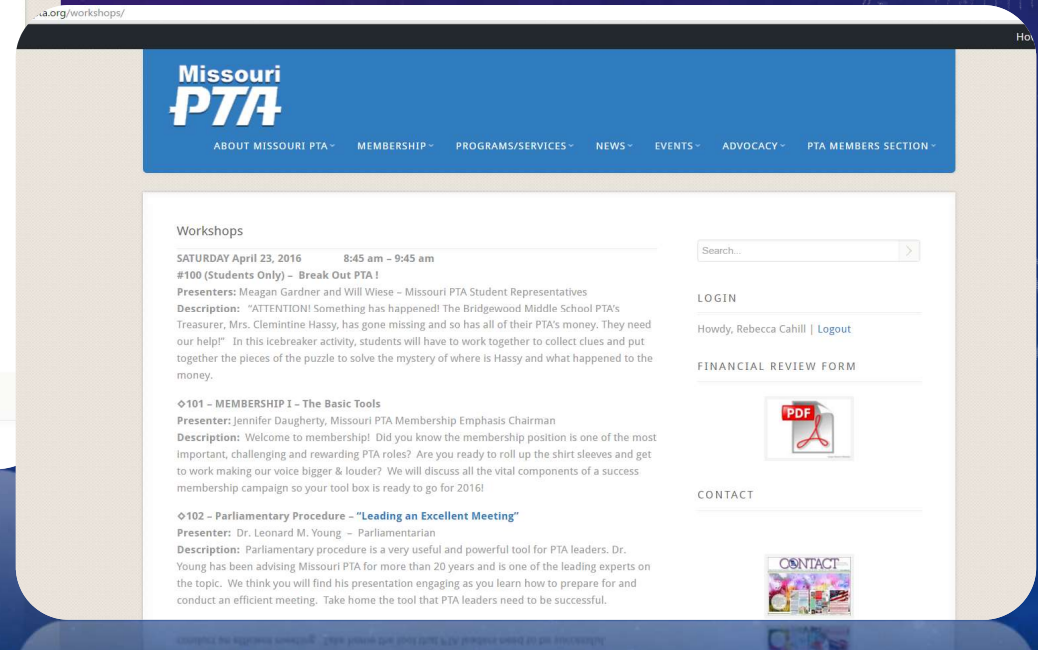
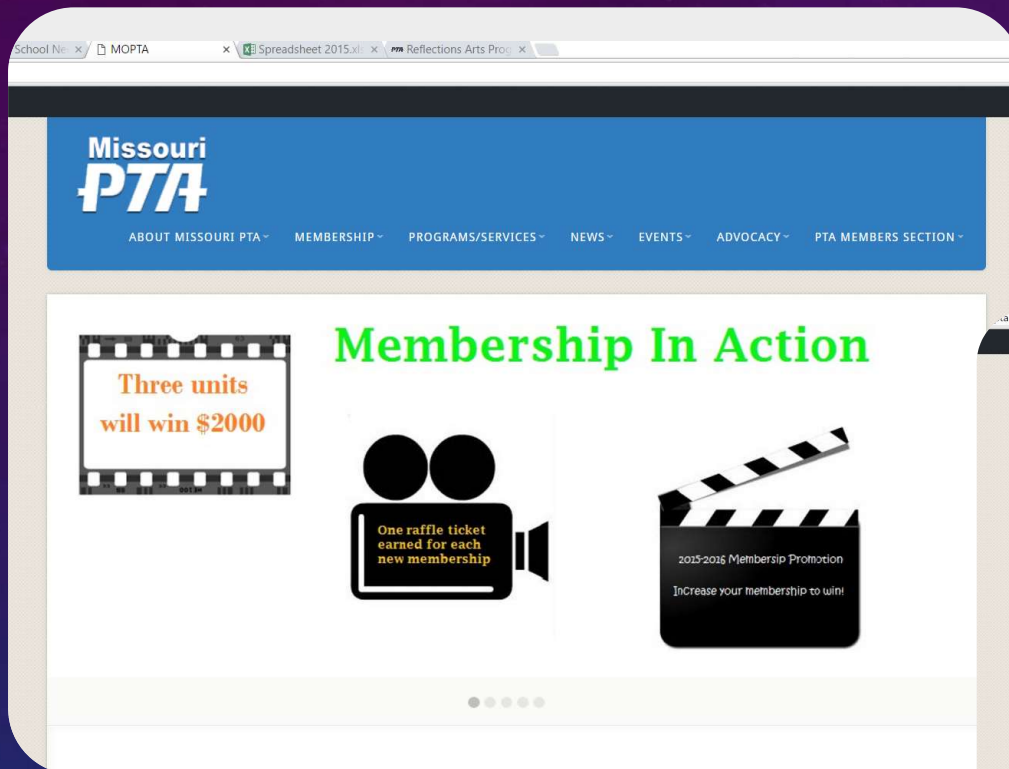
MEMBERSHIP TOOLS



- 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

MEMBERSHIP TOOLS

Book mark
these!



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

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