



# MEMBERSHIP MATTERS

*presented by Missouri PTA*

## WHAT'S YOUR ELEVATOR SPEECH?

Do you have an elevator speech prepared to get someone to join your PTA? Having a short pitch prepared explaining the benefits of PTA and why a potential member should support your PTA is always a good idea. Think about why you joined PTA - was it to be more involved with your child's school? Or were you interested in advocating for public education? Or did you just want to connect with other parents?

Whatever the reason, share it and get new members interested in the process! Check out some example elevator speeches below:

### Student video

### Parent video

### Parent video



## Your MOPTA Membership Team:

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## NEW MEMBERSHIP CONTEST!

Missouri PTA is excited to announce a new contest open to all of our PTA units. Just sign up at least 25 members in a month and your unit will be automatically entered into a drawing. We will randomly select 2 units per month and they will win \$25 in PTA swag AND will be featured on our Facebook page and website throughout the month. Contest will run every month through April and then we have something REALLY exciting planned for May (stay tuned!).



# National PTA Membership Campaign

National PTA has created a new Membership campaign to help your unit recruit new members. Click on [this link](#) to access the toolkit which includes visual assets, collateral materials and campaign implementation checklists. Also available are recorded webinars that provide campaign introduction and training.



## IMPORTANT LINKS

[National PTA](#)

[Missouri PTA](#)

[National PTA Membership Resources](#)

[Missouri PTA Membership Resources](#)

[Missouri PTA Dues Submission](#)

## THE HOW-TO'S OF MEMBERSHIP



Promoting and gaining new membership doesn't have to be hard! Follow these steps for the basics of membership:

- 1) **Promote**: publicize your membership through social media, email and digital flyers. Work with your building principal to gain a wider audience. Since we are in a virtual learning environment, it is important to move your membership form and payment to an online platform, like google docs. Click on [this tutorial](#) for additional info.
- 2) As new memberships come in, **create a spreadsheet** to keep track of new members and contact info.
- 3) At the end of each month, **tally up how many members you signed up** and **submit payment to MOPTA**. Click on [this link](#) for submitting membership online to MOPTA. Remember - membership should be submitted each month as you gain new membership.

## SAVE THE DATE

Upcoming Zooming into Membership events (ZIM - a collaboration between Missouri and National PTA):  
February 25th, 2021 & April 29, 2021