

The
Missouri
PTA[®]
CREW

Members Welcome

MISSOURI PTA STATE CONVENTION
MEMBERSHIP WORKSHOP



MISSOURI PTA MEMBERSHIP DEPARTMENT

HOLLY KADEN - MEMBERSHIP GROWTH
AND RETENTION CHAIR

HOLLYK@MOPTA.ORG

MEMBERSHIP@MOPTA.ORG



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Members Welcome

MISSOURI PTA MEMBERSHIP DEPARTMENT

LORI PRUSSMAN - VICE PRESIDENT OF
MEMBERSHIP AND OUTREACH

LORIP@MOPTA.ORG

VPOUTREACH@MOPTA.ORG



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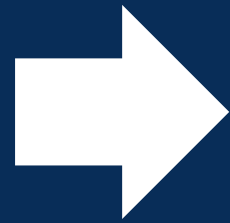
Members Welcome



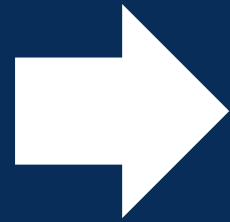
WORKSHOP ATTENDEES



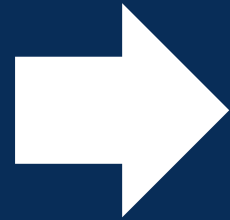
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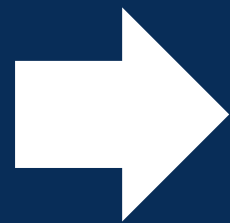
NAME



PTA UNIT



POSITION



WHAT DO YOU WANT TO TAKEAWAY FROM THIS WORKSHOP?

THE EVOLUTION OF THE PTA



ON FEBRUARY 17TH, 1897, ALICE
BURNEY & PHOEBE HURST
FOUNDED THE NATIONAL
CONGRESS OF MOTHERS



OVER 2,000 PEOPLE ATTENDED THE
FIRST CONVENTION IN
WASHINGTON DC



20 YEARS LATER THERE WERE 37
STATE CHARTERED CONGRESSES

THE NATIONAL CONGRESS OF MOTHERS THEN HELPED....



Members Welcome

SELENA BUTLER ORGANIZE THE NATIONAL CONGRESS OF COLORED PARENTS AND TEACHER ASSOCIATION IN 1926



Members Welcome

BOTH ORGANIZATIONS ADVOCATED FOR CHILDREN IN A SOCIETY THAT WAS NOT CREATED EQUAL

IN 1970, THE TWO FORCES JOINED
TO FORM WHAT IS NOW KNOWN AS
THE NATIONAL PARENT TEACHER
ASSOCIATION
GIVING EVERY CHILD ONE VOICE



Members Welcome





**THIS UNIFICATION IS AN
IMPORTANT PART OF
NATIONAL PTA HISTORY**

**IT SERVES AS A REMINDER OF
OUR COLLECTIVE GOALS
FOR ALL STUDENTS
AND CHILDREN**



Members Welcome



**MEMBERSHIP IN PTA CONTINUED TO
SNOWBALL WITH PARENTS AND
FAMILIES THAT SIMPLY BELIEVED IN
SUPPORTING CHILDREN
THESE SWELLING MEMBERSHIP
NUMBERS GAVE A UNIFIED VOICE FOR
CHILD ADVOCACY LAWS**

NATIONAL PTA WAS THE DRIVING FORCE BEHIND:

CREATION OF KINDERGARTEN CLASSES ✓

ENACTMENT OF CHILD LABOR LAWS ✓

HOT AND HEALTHY LUNCH PROGRAM ✓

CREATION OF THE JUVENILE JUSTICE SYSTEM ✓

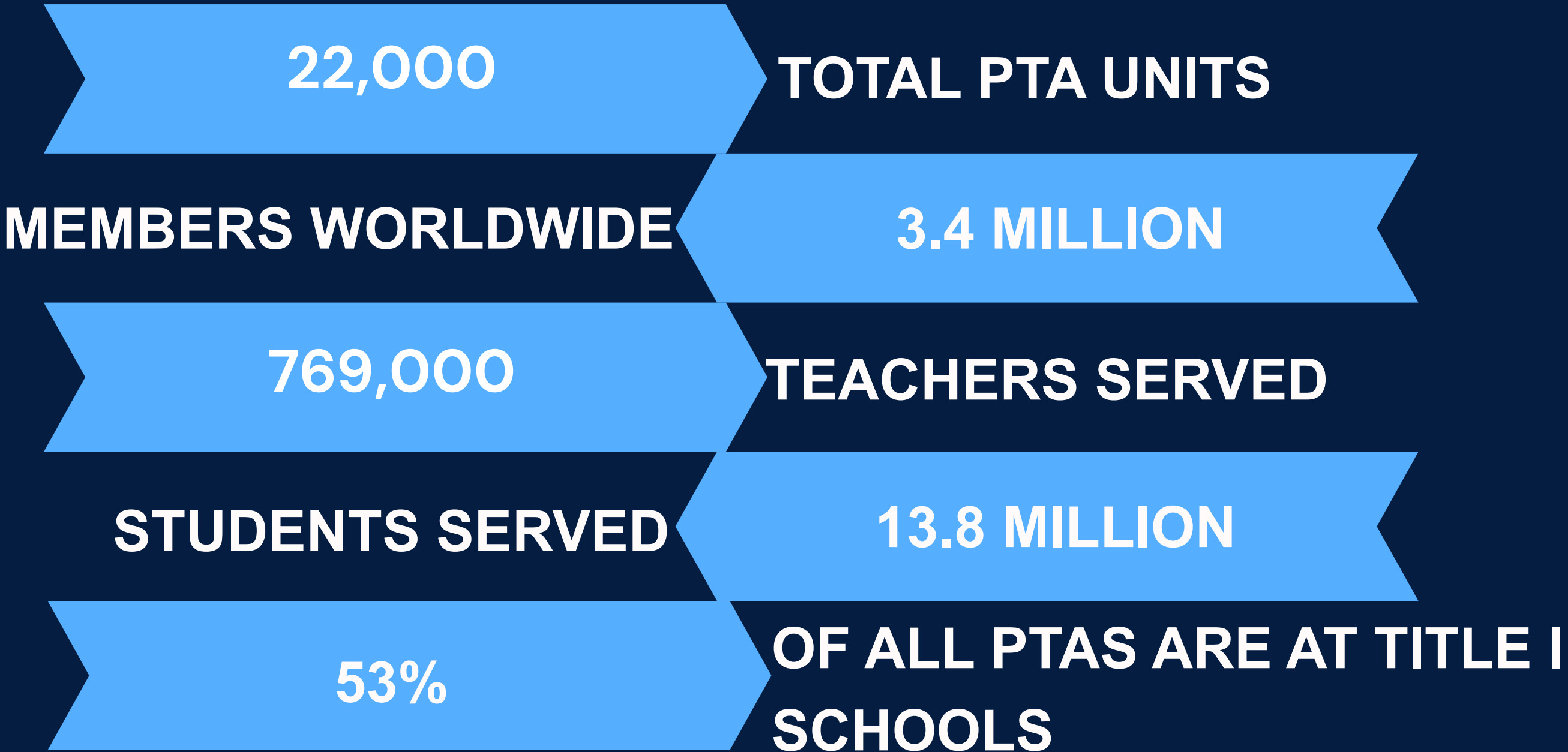
PROMOTION OF THE ARTS IN EDUCATION ✓

IMPLEMENTATION OF SCHOOL SAFETY PROGRAM ✓



Members Welcome

THE PTA OF TODAY IS A NETWORK OF MILLIONS OF FAMILIES, STUDENTS, TEACHERS, ADMINISTRATORS, BUSINESSES, AND COMMUNITY MEMBERS WHO BELIEVE IN THE PROMOTION OF FAMILY ENGAGEMENT IN SCHOOLS





**THE LEADERS IN THIS
ROOM ARE IMPORTANT,
NECESSARY AND NEEDED
TO CONTINUE GROWING
MEMBERSHIP FOR CHILD
ADVOCACY IN MISSOURI
WE
NEED
YOU!**



Members Welcome



**WE DO THIS BY UNDERSTANDING
THESE 6 PRINCIPLES:**

E - S P E A R



Members Welcome

**E
S
P
E
A
R**

EVERYONE CAN JOIN

SET GOALS

PLAN FOR MEETING YOUR GOALS

EASY

ASK FOR MEMBERSHIPS

**REASONS FOR JOINING ARE
DIFFERENT FOR EVERYONE**



Members Welcome

EVERYONE CAN JOIN

PARENTS/GUARDIANS

CENTRAL OFFICE

STAFF

EMPLOYEES
BUSINESSES

TEACHERS

MEMBERS

ADMINISTRATORS

S

STUDENT

S

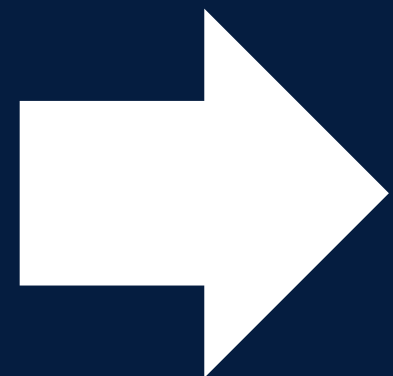
THE

EXTENDED FAMILY MEMBERS

S

SUPERINTENDENT

COMMUNITY MEMBERS



UNIT MEMBERSHIP IS NOT BOUND BY CITY, REGION,
OR EVEN BUILDING WALLS!



Members Welcome

SET GOALS

1

DISCUSS WITH YOUR BOARD WHAT MEMBERSHIP GOALS ARE IMPORTANT FOR YOUR UNIT

2

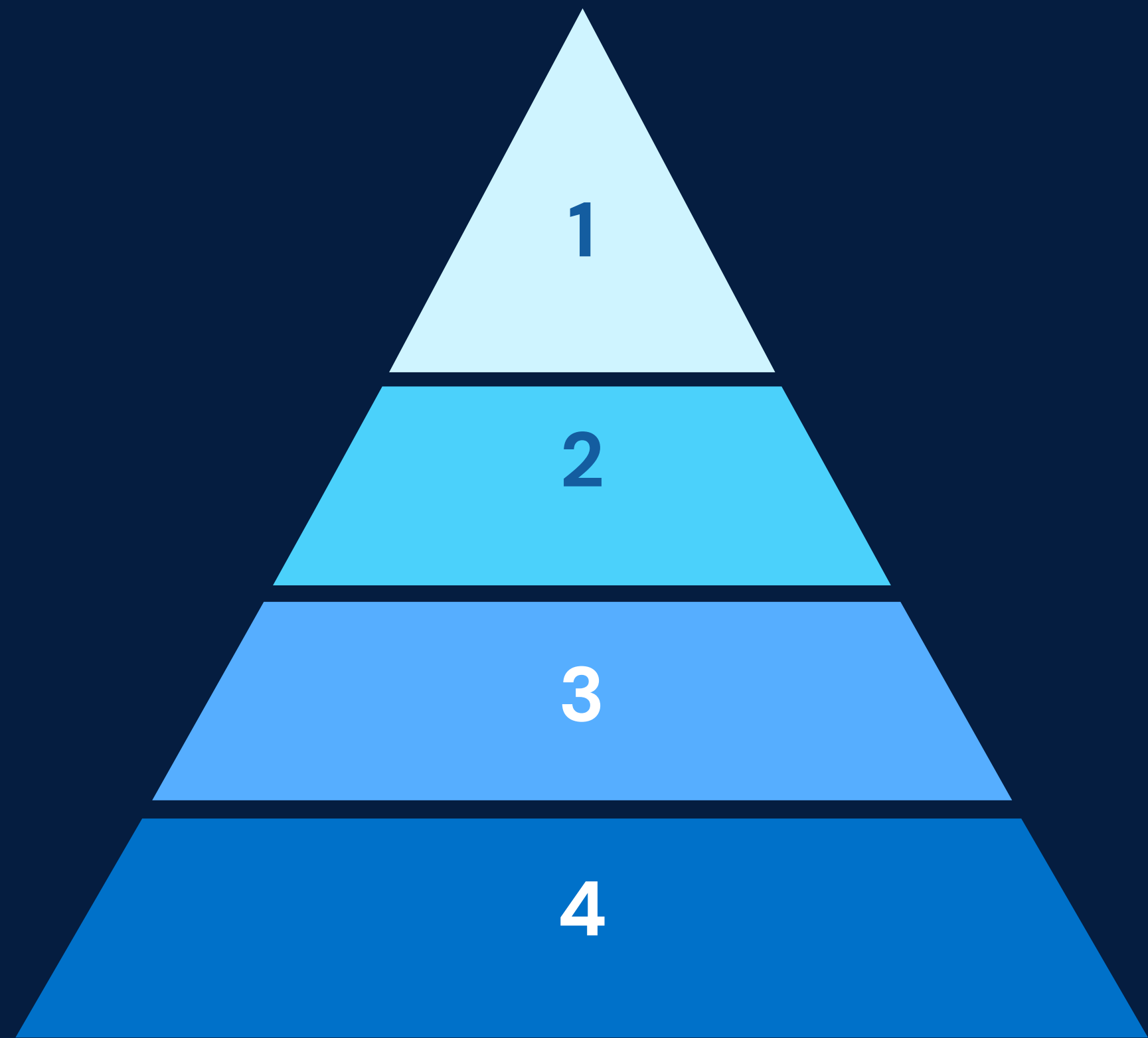
USE THE MISSOURI PTA ACHIEVEMENT AWARDS AS A GUIDELINE

3

CONTINUOUSLY ADVERTISE AND VERBALIZE YOUR UNIT'S MEMBERSHIP GOALS THROUGHOUT THE YEAR

4

REMEMBER TO APPLY FOR THESE ACHIEVEMENT AWARDS AT THE END OF THE SCHOOL YEAR FOR STATE RECOGNITION



Members Welcome

PLAN FOR MEETING YOUR GOALS



DEVELOP VALUE MESSAGING
FOR YOUR SPECIFIC UNIT



DON'T RE-INVENT THE
WHEEL! NATIONAL PTA
HAS SEVERAL FLYERS,
CAMPAIGNS AND
GRAPHICS YOU CAN
CUSTOMIZE FOR YOUR
UNIT'S SPECIFIC VALUE
MESSAGING



IDENTIFY AREAS, EVENTS AND
OPPORTUNITIES DURING THE
YEAR TO RECRUIT MEMBERS

EVALUATE MEMBERSHIP

NUMBERS AT WINTER

BREAK AND HOLD ANOTHER

MEMBERSHIP DRIVE TO

MEET THOSE GOALS IN

JANUARY



Members Welcome

DEVELOP A MEMBERSHIP “HOOK” FOR YOUR PLAN

EVENTS/PROGRAMS

IDENTIFY SPECIAL
EVENTS OR GREAT
PROGRAMMING
ALREADY BEING
DONE BY THE PTA
THAT CAN BE
MARKETED TO

POTENTIAL
MEMBERS

FUTURE PLANS

COMMUNICATE
FUTURE PTA PLANS
THAT CAN BE
MARKETED TO
POTENTIAL MEMBERS

TANGIBLE ITEMS

CONSIDER OFFERING
SPECIAL ITEMS OR
OPPORTUNITIES
SPONSORED BY THE
PTA THAT CAN BE
MARKETED TO
POTENTIAL MEMBERS

MAKE IT
EASY
TO JOIN

ADOPT AN ELECTRONIC
MEMBERSHIP PLATFORM

CREATE A QR CODE FOR
FLYERS AND HANDOUTS

SEND LINKS & QR CODES IN ALL
ELECTRONIC COMMUNICATION

CONTINUOUSLY ADVERTISE LINKS
& QR CODES ON SOCIAL MEDIA



Members Welcome



ALWAYS

ASK

AFFIRM THE IMPORTANCE
OF MEMBERSHIP BY
ENCOURAGING YOUR
BOARD & CHAIRS TO ASK
FAMILIES TO JOIN ALL
YEAR LONG



Members Welcome

REASONS FOR JOINING ARE DIFFERENT FOR

MEETING FOR EVERYONE

FAMILIES

FUNDING
TANGIBLE

SUPPORTING JUST
THEIR CHILD

GENERAL
ADVOCACY

TO NOT BE
ASKED TO
VOLUNTEER

ITEMS ACCESS TO
BUILDING
STAFF

VOLUNTEER
OPPORTUNITIE

PLAN FOR
THE
FUTURE

FORUM TO
VOICE OPINIONS PROGRAMMING

S
TO BE IN THE
KNOW



Members Welcome

NO REASON IS GREATER THAN ANOTHER
ENCOURAGE YOUR BOARD TO VALIDATE &
VOICE ALL REASONS



- ➔ **EVERYONE CAN JOIN**
- ➔ **SET GOALS**
- ➔ **PLAN FOR MEETING YOUR GOALS**
- ➔ **EASY TO JOIN**
- ➔ **ASK FOR MEMBERSHIPS**
- ➔ **REASONS FOR JOINING ARE DIFFERENT FOR EVERYONE**

E - S P E A R



Members Welcome

SO WHAT'S NEXT?

**FOLLOW MISSOURI PTA ON FACEBOOK FOR THE
#MEMBERSHIPMONDAY POSTS**

**SIGN UP FOR THE NATIONAL MEMBERSHIP MANIA
INIATIVE AT PTA.ORG**

**WATCH THE MISSOURI PTA WEBSITE FOR THE DEVELOPMENT
OF A RESOURCE PAGE ON THE MEMBERSHIP TAB FOR
COLLABORATION ACROSS THE STATE**

**REACH OUT TO THE MEMBERSHIP DEPARTMENT DAY OR
NIGHT WITH ANY QUESTIONS OR CONCERNS**

**GET EXCITED! YOU ARE LEADING THE WAY IN
MAKING A DIFFERENCE FOR KIDS IN MISSOURI!**



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DIAMOND SPONSOR



PRESENTED BY THE MISSOURI PTA
MEMBERSHIP DEPARTMENT

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