

“10 Tips for Recruiting more PTA Members”

1. **Assemble a creative membership outreach team.** Put together an outreach team that will be responsible for identifying new members in your community. Have a PTA board member, teacher, and one male and female PTA member to team up with your membership chair to be the membership team. Go out and ask non-traditional community members to join PTA.
2. **Develop a network.** Develop a list of business partners, local business and ask them to partner with your PTA. Ask businesses and organizations to present at a PTA meeting.
3. **Seek opportunities for PTA members to speak at community events.** Have your PTA be visible within the community through new events or attending an already-planned event.
4. **Promote your PTA.** Don't be afraid to “sell” your PTA and ask everyone to join. Create flyers to put in the community and develop an “elevator” speech on the importance of your PTA.
5. **Work with the media.** Ensure that your PTA is letting the community know its happenings through press releases sent to local media outlets. When speaking about your PTA, don't forget to ask people to join.
6. **Use personal contacts.** Look around at your friends, coworkers, family members, and neighbors. Don't be afraid to go out and ask nontraditional members to join PTA.
7. **Take advantage of PTA resources.** As a part of more than 23,000 PTAs nationwide, you have access to great resources, including www.pta.org.
8. **Enlist the help of a local celebrity.** Ask local reporters, news anchors, or even the star high school athlete to help promote your PTA.
9. **Increase activities, not meetings.** Remember that less is more! Increase participation by having fewer meeting and more events for your members and community! Meetings to vote and discuss business are necessary, but keep those short and to the point.
10. **Just ask!** Once people express an interest in PTA, contact them right away! And remember that you are the best resource to increasing membership and your personal touch will make the difference.