

100 Ways to Increase PTA Membership

1. Just ASK!
2. Set a goal AND put it in writing.
3. List ways parents/community members can help.
4. Give a small speech at Open House, Back to School Night, Orientations, etc.
5. Members receive a free school/student directory.
6. Include a volunteer sheet in folders or mailings.
7. Be visible.
8. Invite teachers to join. Put info in their box why PTA needs to keep the "T" in PTA.
9. Establish a good relationship with the principal and staff.
10. Display a poster with PTA's accomplishments.
11. Put out a mass e-mail encouraging families to get involved and join the winning PTA team.
12. Use the membership toolkit in the back-to-school materials sent to local unit presidents from the National PTA.
13. Solicit local businesses for items to use for drawings, which are for members only.
14. Focus on filling committees and committee chairs with new PTA parents.
15. Establish a program such as "Compadres" in which 50% English speaking parents meet with 50% of the Spanish-speaking parents.
16. Hold a contest between classes or grade levels.
17. Keep *visuals* out throughout the year to show progress toward your goal.
18. Put information about your PTA's goals and the membership drive in the front display case or bulletin board.
19. Make personal contact. Make phone calls. Talk to parents at the playground or while waiting to pick up kids after school.
20. Ask businesses to extend discounts to PTA members when they show their card.
21. Let the community know what PTA has done to help the children.
22. Have free stuff to give away at student registration.
23. Develop a "tickets for time" booklet to let parents choose what things they want to help out with.
24. Change the way things were done in the past. Everyone likes to mix it up a little to keep events from being routine and boring.
25. Have a "dads' club" to encourage men to participate in the children's education.
26. Create a "special needs" committee to focus on issues dealing with needs from special needs to gifted and talented.
27. Encourage participants in the Reflections Program to join PTA.
28. Publicize success. People want to be associated with a successful group.
29. Have a membership table at registrations, back to school nights, open house, and PTA sponsored events.
30. Create a welcome letter to let parents know what PTA does for the school and their children. Create one to welcome families back at the beginning of the year, as well as one to welcome families mid-year.
31. Thank your new members by name each month in the newsletter.
32. Have a member tree in the front hallway that has the members on the leaves (name on leaves) and teacher members are the apples on the tree.
33. Offer a pizza party for each teacher team that joins. Make sure there is a sign in the lounge to let other teams know how you appreciate the support.
34. Have PTA shirts and/or name tags for the board so new parents and staff know who to ask for info about getting involved.
35. Have membership forms available at all events.
36. Host a program in conjunction with your meetings to encourage parents that aren't members to attend.
37. Have a membership drive for students.
38. Coordinate a "new family social" with the first general meeting.
39. Create a theme to help the visibility. For example, if a pizza party is an incentive, put a pizza pan outside the classroom door (or other visible location). When they reach a certain number add crust, sauce, cheese, toppings. The final topping could be an anchovy, representing the teacher member.
40. Ask the principal to encourage the staff to join. Don't forget to thank those who join.
41. Give a free homework pass to PTA members' student.
42. Be present at Kindergarten Roundup, transition nights to the high school or the middle school.
43. Offer a discount to dances for student members.

44. Offer a discount for PTA members on table rentals at your Bazaar/Craft Sale.
45. Have flyers ready to give those wanting to know where the PTA money goes.
46. For senior registration, let seniors know they should join if they are interested in applying for the PTA scholarship in the spring.
47. Create a scrapbook or have a table displaying clippings from the local paper of some of the endeavors your PTA had. This will also lay the groundwork when applying for grants from your district's education foundations.
48. Display items your PTA has provided for the school or have a picture of them.
49. Offer parent education workshops such as helping your student with homework, teen driving, drug awareness, developmental changes in your middle school student, internet safety, etc.
50. Invite community members outside the school to join, such as school board members, superintendent, teacher union representatives, state legislators, etc.
51. Display your wonderful work at the county fair, in a local parade, at a community event at the mall, etc.
52. Sponsor kid games for children to participate in.
53. Spread your mission with the help of the media. (Use the tools provided by National PTA to create flyers and posters.)
54. Put together a back to school dinner. Perhaps a local restaurant would cater for free or reduced cost. Decide whether to charge for dinner. Cost could include membership, as long as the individual agrees to be a PTA member.
55. Offer a teacher luncheon if they all join PTA.
56. Offer a staff luncheon if the entire staff joins PTA.
57. Share with the principal your goal for 100% faculty and staff participation.
58. Reach for the stars and put member's names on stars on a poster or hanging from the ceiling. Stars could be color coded to represent parents, teachers, student, and community members.
59. Participate in the PTA "Three for Me" program. Go to www.three4me.com to get started.
60. Give PTA members an extra bingo card or door prize ticket at your Bingo Night.
61. Challenge your members to ask other people to join.
62. Have PTA info available at parent/teacher conferences.
63. Put up a sign-up board in May, with volunteer opportunities for the following school year. Bring it back to the open house/back to school nights.
64. Put a "personal invitation" in the back to school mailing.
65. Balance meetings with Family Fun Nights and programs.
66. Have a membership contest with the winning class winning a magic show. Place paper hats outside the class and each time they get a new member, place a bunny on the hat.
67. Remind people that only members are entitled to vote on PTA issues, such as how the hard earned money is spent.
68. Have a collection box in the school office with membership envelopes near it, to make it easy to join.
69. Sponsor coffees in the morning following an evening meeting to communicate to those who were unable to attend.
70. Publicize your meeting times and dates as many ways as possible: student folders, newsletters, e-mail, auto-dialer, bulletin board, website, and word of mouth.
71. Make sure meetings are casual and welcoming. Have a greeter welcome new people who attend.
72. Invite the Reflections Program local winners to a dinner meeting. Invite them to join if they aren't already members.
73. Invite the custodial staff to your meeting and publicly thank them for their efforts.
74. Join with other school groups (student council, honor society) for activities during Teacher Appreciation Week.
75. Support the students by listening to their ideas. Man a coat and backpack check at dances.
76. Have membership drawings throughout the year.
77. Have an interpreter at all meetings.
78. Encourage an enthusiastic person to be a volunteer coordinator.
79. Conduct surveys to find out likes and dislikes from members.
80. Publicize events PTA sponsors and grants received.
81. Display winning Reflections entries in municipal building, banks, libraries, or other visible locations.
82. Hold information nights on legislative issues affecting public education.
83. Go to www.pta.org/greatideabank for ideas from other PTAs around the country.

84. Enter your members into the OMDR database to allow quicker more efficient communication.
85. Prepare radio and TV spots about PTA. Perhaps your high school would do this as a class project.
86. Have a PTA bulletin board.
87. Ask to have a space to leave copies of your newsletter for visitors to see.
88. Have a poster or slogan contest for students for membership.
89. Make sure to have a copy of the PTA budget available so everyone knows how the money is being allocated and beefs children.
90. See if the local store will allow stickers or printing of PTA info.
91. Tell your PTA story with specifics on what PTA has done for your child's education.
92. Have a quiet homework area for kids during PTA meetings.
93. Plant a flower bulb for each member in a prominent location and watch it flourish.
94. Provide plastic badge holders for members to "wear" their membership card at meetings.
95. Use familiar street signs as an attention getter. PTA membership "yields" results (draw a yield sign). "Stop" (draw a stop sign) and consider the benefits of PTA. There's only "one way" to get all the support you need. "Do not pass" this opportunity to be a member of an organization as strong as PTA!
96. Get straight As from the PTA...Action, Activities, Answers, Acquaintances, Advice, and Accomplishments!
97. Cut up a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.
98. Hold aerobics or exercise classes for PTA members.
99. Ask local realtors to include a "PTA welcomes you to the neighborhood" to their new buyers.
100. Make PTA a household name.