

How might things look different in a Socially Distant World?

“Be open to ideas. It’s about listening to the community and realizing,
‘Oh, we hadn’t thought about that. Let’s try it!’”

Membership – Planning Your Membership Campaign At a Distance

Welcoming an Inclusive and Diverse Membership of Support

***NOW MORE THAN EVER-**
PTA can fulfil the universal need to connect and belong.
We have more strength when we are mentally together.*

*****Make sure to always discuss your ideas and plans with your PTA President & school administrator to make sure you have approval for your program, event, resource, and the logistics to make it safely happen according to state health & safety guidelines.***

Planning your Virtual Membership Campaign

Though we must remain socially distant for safety, we need to be creative in our attempts to make connections and build relationships with our families, staff, and community members.

We are all navigating this ever-changing time together and learning to adapt. Attached are ideas and resources compiled from State PTAs and other resources.

Getting Started:

- *Make sure to always include the PTA official logo on all communication.
 - (personalize the PTA logo with your PTA name at:
 - <https://www.pta.org/local-leader-kit/communications/pta-branding>)
- Send personalized invitation emails to last year’s members asking them to renew their membership by sending them the MemberHub Store link.
 - If they don’t renew within a few weeks, send another reminder–something like the new school year is here, stay connected by renewing your PTA membership.
- Ask your Principal to assist in sending an all school email with your membership information and online link to join your PTA and PDF document form with information if wishing to pay by check and mail or drop off membership.
 - Include information about possible online gathering opportunities, meetings, future activities, Spirit weeks, resources, parent ed, etc.
- Run a promotion to get people excited about joining **right now!**
 - Your PTA might offer a gift drawing for one member out of all members by a set time and date. The prize can be announced at your PTA’s first annual virtual membership meeting or another online event.

- Give families & staff the opportunity to give feedback as to what they might be looking for from your PTA this year;
 - ways to meet others online,
 - parent ed., Guest Speakers,
 - family activities to do at home, enrichment programs,
 - virtual events- talent show, karaoke night, trivia night, Book Club, fitness night, cooking demonstration, etc.
- Create a communication plan to promote all the benefits of joining your PTA. Determine a timeline for what will be shared in social media and through direct emails. If your school sends home a paper packet to families, ask to include a PTA information flyer with a link to join your PTA. See the sample below.
- Reach out to Past PTA Leaders & Members that may have “graduated” from your school to “Come back to PTA” and send them the join link.
- Get the word out! Post the online form link and payment information everywhere—your PTA website, on Facebook, in PTA/PTSA newsletters, emails, etc.
- Get the word out beyond your current membership—ask the school to include your online join link in their communications or in the Parent Resources section of their website.

IN SPRING- reach out to feeder schools and give them info about your PTA and how they can join when membership store opens

Articulating your PTA’s Value with Stakeholders*: Parents, Students, Administrators, School Staff, Community and Business leaders:

WHAT IS IN IT FOR THEM? Personalize your message to each different Stakeholder with examples that are relevant to each group.

How can we explain the value of PTA, even when things will look so different this year? Take time to share your past successes and history with your PTA and school.

Work with your PTA board to set some goals for this year and brainstorm ideas to remain relevant and provide positive and impactful programs, resources and ways to support stakeholders* and bring your community together. Consider using the following 6 categories to focus on how you have and hope to bring the PTA to life for your individual stakeholders: Parents, Students, Admin/Staff, community

- Invitation-
 - WELCOMING ALL- Do you reach out to all demographics in your school community?
 - Your PTA is working on behalf of ALL the kids at your school (and across the country through National PTA)
 - Provide a Clear message about the PTA mission, your past success & PTA goals or hopes for this upcoming year.
- Connect-
 - what avenues do you use to reach out to others,
 - Personal interaction is most effective -How can you do it while socially distant? text, phone calls, in the neighborhood, etc.
 - In partnership with principal sending email messages to the entire school community or to the entire school staff,
 - Send video messages, fun or serious? Informative? Offer Challenges? Provide Inspiration?
 - Utilize social media, emails, newsletters, blogs,

- VIRTUAL Meetings/ Chat Groups/ Events
- Gaining Insight-
 - Ask for feedback, suggestions, idea sharing,
 - Utilize Surveys, Polls, Sharing sessions, Roundtable discussions,
 - Provide opportunities for people to reach out to leaders with ?s, Where can they get more info?
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- Building Relationships-
 - How do you foster relationships and collaboration, with families, school staff, & community members
 - Building community through social or educational events that bring your families together
 - Build relationships with school/staff? teacher liaison? emails?
 - How do you build relationships with the community- partnerships for programming, to sponsor events, bring outside expertise to you programming?
- Relevant & Meaningful-
 - What programs, resources do you provide to meet the needs of your families and community?
 - What programs do you provide that help bring your community together or feel a part of the school community?
 - What resources do you provide to help inform or educate
 - What
- Making an Impact-
 - What do you do to support overall success:
 - programs/resource to enhance student education and community building,
 - Parent education/involvement opportunities,
 - Help fund/support school activities/resources, Support staff,
 - Provide community outreach or service opportunities,

THIS IS THE TIME TO TOOT YOUR OWN HORN! Let everyone know all the great you have done and how you STILL want to be a positive and relevant presence for students, families, school, and community. *How can we all work together to support & Build each other up during a time of uncertainty? We need your support through membership NOW MORE THAN EVER!*

Tips for helping potential members with no way to pay online and/or no printer:

- Can Members Mail or Drop off their membership information and payment (at PTA officer's home or a PO Box)?
 - Provide address as to where membership & dues can be sent or dropped off
 - Is there a clearly marked drop off box where items can be left?
 - Make sure the dropbox is in a secure location and items are collected daily.
- **Don't stop in September! Membership work happens year-round.** Remember to keep sharing the great work your PTA is doing and **ask** potential members to show support for that work by joining your PTA.
- **Don't forget the teachers.**
 - If your President normally speaks at the staff back to school staff meeting each year, find out if there will be a virtual meeting this year?
 - If not, Can your PTA share a short video about what they will be doing this year?
 - Send special emails to the teachers outlining how PTA will be helping them this year. Include the link to join and remember to ask them to become a member to show support for your great work.

Leverage all the resources at your access.

- Personal connections, even remote, are still the most effective way to reach and welcome new or potential members.
- Utilize the “Each One Reach One” idea.....
 - Membership:
 - Challenge your PTA Board members to each invite one new person or family to join and become a member this year
 - Ask your PTA members to reach out to extended family, neighbors, those in their community to support your school and PTA
 - Ask Principal & teacher liaison to promote membership with teachers and staff and encourage them to join and remind them of how to sign up and pay according to your membership campaign
- Utilize the National PTA *For Your Child* Membership Campaign Toolkit,

National PTA *For Your Child* Membership Campaign Customizable resources:

<https://www.pta.org/home/run-your-pta/membership-campaign>

Ways to Get the Word Out!

- Email
- Text
- Phone Calls
- PTA Video Welcome Message
 - PTA President make a video welcoming families, introducing PTA, mission, Programs, encouraging membership
 - Show at Virtual Orientation, Parent Nights, Post online,
- PTA Slideshow
 - Spotlight your leadership, what you have done in the past, what you hope to do this year, resources for families/students/school, programs, Ways to meet others, stay connected & get involved, and HOW TO JOIN and get more information
- Video Chat
- Electronic Video Meetings
- PTA Website
- Social Media
- Electronic Newsletter
- Electronic Fliers
- Online Surveys
- Principal Share messages with PTA info to entire school community
- Teachers send information in their classroom newsletter

Have PTA Information in:

- Back to School Materials,
- New student registration materials
- New student orientation
- Bilingual Parent Meetings
- Member Hub messaging

- Outdoor signage at school ^
- Outdoor signage on village electronic signs

Example Membership Communication Plan 2020-2021

Communication Goal	Method	When	Completed
Ask People to join	Principal send email to entire school with MemberHub Store Link Facebook w/link Instagram w/link Video Message from President	ASAP 2 nd Monday 4th Monday Orientation/Open House	Ongoing
PTA Membership Challenge 1. PTA Board 2. Parents 3. Teachers	Each one bring in 1-2 new members to join PTA	Deadline of your choice Each group a different month/quarter? Do drawing as a reward?	Ongoing?
Share Membership #s	At Membership Meeting At PTA Board Meetings In PTA Newsletter, Blog,	Odd # months Every month 1 st of Month	Ongoing
Follow up Message to renew	Email-use Memberhub to generate message from past list with store link	Multiple times	Ongoing
Thank new Members	Email thank you message- Explain how to access card & benefits Recognize in newsletter	Periodically as members join	
Share Member Benefits	Facebook, Twitter, Instagram MemberHub Messaging	1 st & 3 rd Monday	
Ask Teachers to Join	Video message	Back to School Staff Mtg. Email	
Ask Teachers to Join	Email	August 31 September 30	
Follow up with teachers	Email Remind of benefits	October 30	
Ask Community Members to join	E-mail, US Mail	September/October	
Community Member Follow up	Send a follow up email	3 weeks after initial message	

^ PTA Promotional Materials available for purchase through:



ShopPTA.com sells official PTA and PTSA logo apparel, membership items, awards, gifts and more. All products are offered through each of the participating State PTA organizations.

PTA Store at : <https://www.shoppta.com>

101 ways to Increase your PTA Membership

<https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:2ff9e9e3-1ced-4f53-9676-2a9421137597>

62. Have PTA membership and program information included in the school newsletter.

63. Throughout the year, remind people how and where they can join.

64. Welcome and thank new members by name in the PTA meetings and/or school newsletter.

65. Doing a big event? Get local media outlets to cover your event and to highlight supporting the PTA by joining.

66. Paper redo and TV spots about PTA. Perhaps your high school could do this as a class project.

67. Promote PTA membership on the school website.

68. Promote PTA membership on Facebook.

69. Have a newsletter area for each during PTA meetings.

70. Offer qualified school aged child care at PTA meetings.

71. Create a short three day care or bulletin board with PTA membership information, copies of newsletters, membership application, a picture of the PTA board, etc. Make it fun!

DIVERSE PROGRAM IDEAS TO BRING IN MEMBERS

72. Offer in every program that would be of interest to all people within your PTA community.

73. Balance meetings with family fun nights and programs.

74. Have a non-school or art meetings.

75. Participate in the PTA volunteering "Three for Me" program.

76. Get PTA sign up materials to get started.

77. Establish a program such as "Compadre" in which 50% English speaking parents meet with 50% of the Spanish speaking parents.

78. Reevaluate and update programs to keep them fresh and current.

79. Offer a "sister program" to encourage men to participate. Ask participants to join PTA.

80. Coordinate a "new family year" with the first PTA meeting of the school year. Ask them to join PTA.

81. Have a program in conjunction with your meetings to encourage parents that aren't members to attend. Consider partnering with the school - PTA meeting followed by family night or college planning.

82. Host a PTA dance for students and families to bring together the school and PTA community. Highlight PTA at the event.

83. Offer discounts to members at PTA events that have fees.

84. Grow membership by participating in the school of excellence program.

85. Offer parent education workshops such as helping your student with homework, test taking, bug awareness, developmental changes in your middle school or high school, etc.

86. Host a back to school dinner. Perhaps a local restaurant would offer for free or reduced cost. Decide whether to charge for dinner. Cost could include membership, as long as the individual agrees to join PTA member.

87. Sponsor coffee in the morning following evening meetings to update members who were unable to attend.

88. Invite the education program sessions to open.

89. Highlight teachers and staff members during Teacher Appreciation Week.

90. Have a homework area for kids during PTA meetings.

91. Offer a poster or slogan contest for students for membership.

92. Create fun membership growth items, for example, March Madness. You can have a large growth chart that is basketball themed and you add a picture of a basketball teaching up to the hoop as you reach your goal.

93. Have a membership contest with the winning class winning a prize such as a magic show, for example. Make it fun for the kids. Place a large magnet hat outside the classroom and each time they get a new member, place a bunny on the hat. One class from each grade wins the magic show.

94. Host membership drawings. For example, get a couple of teacher donations and have a drawing before Thanksgiving. Do something fun to celebrate your members. Create something like a member tree in the front hallway that has the member on the base (parent based) and teacher members could be apples on the tree.

95. Provide members with the school to their director.

96. 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, students, and community members.

97. Host a membership give-away drawing for student PTA members. Make the prize relevant to students.

98. Post a new member bulletin board in a prominent location and watch it flourish.

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101. Cut a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.

California State
PTA
every child has one

101 Ways to Increase PTA Membership

