



Public Relations, Membership, and Community Involvement Ideas

School

- Invite a friend to attend the next PTA meeting with you.
- Sit with someone new at each meeting.
- Take a turn at the door greeting everyone who arrives at the meeting.
- Update your mailing list to include former officers.
- Distribute a special survey for fathers to determine their interests in PTA.
- Give a free subscription to OUR CHILDREN by drawing a name from those members who joined that evening.
- Send invitations to join PTA throughout the school year.
- Ask to speak for five or ten minutes at a staff meeting to encourage participation.
- Award teachers and staff with a salad and dessert party when they achieve 100% enrollment.
- Challenge a school of a similar size to a membership increase contest.
- Request time at the kindergarten orientation.
- Include a tear-off application to join PTA in each issue of your newsletter.
- Give one you love a PTA membership.
- Ask a different grade or classroom to serve as junior hosts for each PTA meeting. Have the students greet people, usher and distribute any handouts.
- Promote the Reflections program.
- Arrange for a student council liaison to serve on the PTA board.
- Establish an email and or a telephone committee to remind families of PTA meetings and activities.
- Offer discounts for special events or activities for PTA members.
- Ask local businesses if they will honor the PTA for one day with discounts if they show their PTA membership card.
- Paint on your school sidewalk "Join PTA." (Ask permission.)
- Request a PTA bulletin board to showcase in the school office. Keep it current with membership increases.
- Give an award to members that don't miss a PTA meeting.
- Offer discounts for special events or activities to members. Example: a swimming party. All members free. Your admission will be your membership dues for PTA.
- Provide membership table at back-to-school night, open houses, SEP, SEOPs, during carnival (give free tickets for food and games when they join).
- Provide interpreters for non-English speakers at meetings.
- Send sunshine grams to students that join PTA.
- Sponsor a sock hop for adults and have the students operate the concessions.
- Ask your crossing guard to join PTA.
- Send a birthday card to students on their 18th birthday and include a voter's registration card and information on current legislation that affects children and youth.
- Provide OUR CHILDREN and Utah PTA PERSPECTIVES in the staff lounge.
- Provide treats to students that have joined PTA during lunch five or six times a year. Give them a candy bar, drink, doughnuts or cookies.
- Include PTSA registration with schools registration information packet.
- Have a table set up during registration and parent teacher conferences.
- Apply for Utah PTA awards. Everyone loves to belong to a winning team.
- Put copies of OUR CHILDREN and Utah PTA PERSPECTIVES in dentist's and doctor's offices.
- Help new families feel welcome by hosting a kindergarten orientation event and provide welcome packets.
- Give each member a business size card with dates of PTA meetings on it and encourage them to keep in their wallet. This is great when given along with a new membership card.

- Review your meeting times to determine if a change will encourage more family participation.
- Plan an activity to include single parents.
- Have your ESL teacher help recruit non-English speaking parents.
- Promote family nights, serve a dinner on Friday or Saturday night.
- Include extended family members when sending out invitations to PTA events.
- Have a drawing for PTSA students for a select parking spot every two weeks.
- PTSA dance free with card, entrance fee signs them up for PTSA.

Community

- Visit a senior citizens center and invite them to visit the school near them and join PTA.
- Invite friends and neighbors who have older children and grandchildren to join.
- Get the mayor to proclaim September as PTA Month.
- Have a PTA booth at your County Fair or city-wide event.
- Contact local education reporters and establish a relationship with them. Send the reporters a PTA calendar, newsletters, and flyers about programs and events.

- Visit the student council and invite them to join PTSA.
- Participate with a float in your community parades.
- Request that PTA meetings be included in community calendars published in area newspaper.
- Promote PTA on the internet.
- Issue the membership card with pride to everyone, and show him or her the member-to-member web site.
- Invite the City Council to join PTA at their local school.
- Consider the dates of all ethnic holidays and observances of your school and community in planning your PTA year.
- Attend the first faculty meeting of the year and tell them that the T in PTA stands for teachers and ask them to join.
- Publish state and national PTA projects that have an effect on children and youth.
- Keep parents educated on legislation that affects children and public education.
- Publicize PTA volunteer hours in school board newsletters and local newspapers.
- Invite those businesses that have supported PTA projects to come for a special recognition event and an opportunity to visit

the school.

- Invite your business leaders to join PTA.
- Have a dad and donut day at school.
- Have a muffins and moms day.
- Ask your local business to promote PTA when advertising on radio or TV.
- Speak at chamber meetings and other community clubs on the PTA mission.
- Sponsor career workshops for non-college students.
- Send out interest surveys.

