

10 TIPS

FOR LAUNCHING A SUCCESSFUL MEMBERSHIP CAMPAIGN



1. Form a Membership Committee

- Yes! It's a real thing!
- You can't do it alone!
- You shouldn't try!
- I'm serious!

2. Choose a Campaign Theme

- Having a theme generates interest and enthusiasm.
- Display your theme in a high-traffic area of the school.
- Show the results of your campaign.

3. Set Goal

- Together the membership committee sets goals.
- Make sure the goals are reasonable and attainable, though challenging.
- Remember to choose goals that will fit your individual strengths, comfort level budget, time, and expertise.

Examples:

"We will increase our membership by 25% over last year."

"We will get 100% of teachers to join PTA."

"We will increase our male membership by 50% over last year."

4. Target Potential Members

Assign committee members specific responsibilities:

- Retaining members
- Recruiting new members
- Increasing male involvement – "MARS Award" (Men are Really Super Award)
- Asking teachers and staff to join – Thank You certificate or sign by their classroom door.

5. Have a Plan

Examples:

"We will set up a membership table at Back-to-School Night."

"We will have an incentive for the class with the highest percentage of members."

"We will post on our social media sites."

"We will send a join PTA email blast through Memberhub."

"We will add a "join button" and/or QR code to all school communications."

6. Sell the Value of PTA Membership
 - Recruiting new members goes hand-in-hand with making sure they find value in PTA and renew their membership.
 - Emphasize to new members what they get for their membership dues.
 - Keep members motivated through on-going communication, opportunities to volunteer, and recognition.
 - The number one benefit that PTA members receive from PTA membership is the ability to help their own or other children.

7. Incentives/ Awards/ Prizes
 - Awards/Prizes:
 - “The Class with the highest percentage of memberships get...”
 - “The class with 100% envelopes returned gets...” (empty envelopes are okay!)
 - Ask the Principal to do something wacky if you reach a certain goal.
 - Offer “punch cards” to members for joining.
 - Offer discounts to members on PTA spirit wear or at PTA events.
 - Free entrance into the school dance for joining PTSA.

8. Campaign All Year Long
 - At every PTA event, have an easy opportunity for people to join who are not yet members. Have a QR code or link to your online store, or be prepared to accept a membership payment.
 - Continue to ask parents to join.
 - Continue to promote your PTA.
 - Ask for a PTA table at major school events.
 - Include PTA membership materials in new student packets in the school office.

9. Use Your Resources and Follow Through
 - Plans are worthless unless they are put into practice.
 - Use available resources – don’t reinvent the wheel.
 - Be sure to schedule your recruitment and retention activities throughout the year, particularly at Back-to-School Night in the fall and at the start of the new year in January.
 - Assign a specific person to be in charge of coordinating the different events, but involve all of your members.

10. Evaluate and Adjust Accordingly
 - Continuously seek feedback from committee members on issues such as:
 - How many new members they are recruiting.
 - How they are helping these new members acclimate to PTA and get involved.
 - How many members are staying active.
 - Regardless of whether the evaluation is done through a formal survey or informal communication, it should be systematic, recorded, and used to adjust and improve the goals of the Membership Committee.