

# Welcome to 2025 Leadership Convention

This session will begin soon



# 10 Tips For Building a Successful Membership Campaign

2B - Membership 101

Alexis Beazer, Utah PTA Director of Membership



# 1. Form a Membership Committee

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



# Understand Why Membership Matters...

- Sustained volunteer base: a larger membership provides a steady pool of volunteers, ensuring that events, programs and initiatives run smoothly and successfully.
- Increased funding and resources: more members often mean increased dues and donations as well as resources to support PTA programs
- Greater influence and advocacy: a larger membership gives PTA a stronger voice when advocating for policies at the school, district and state levels.



## 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

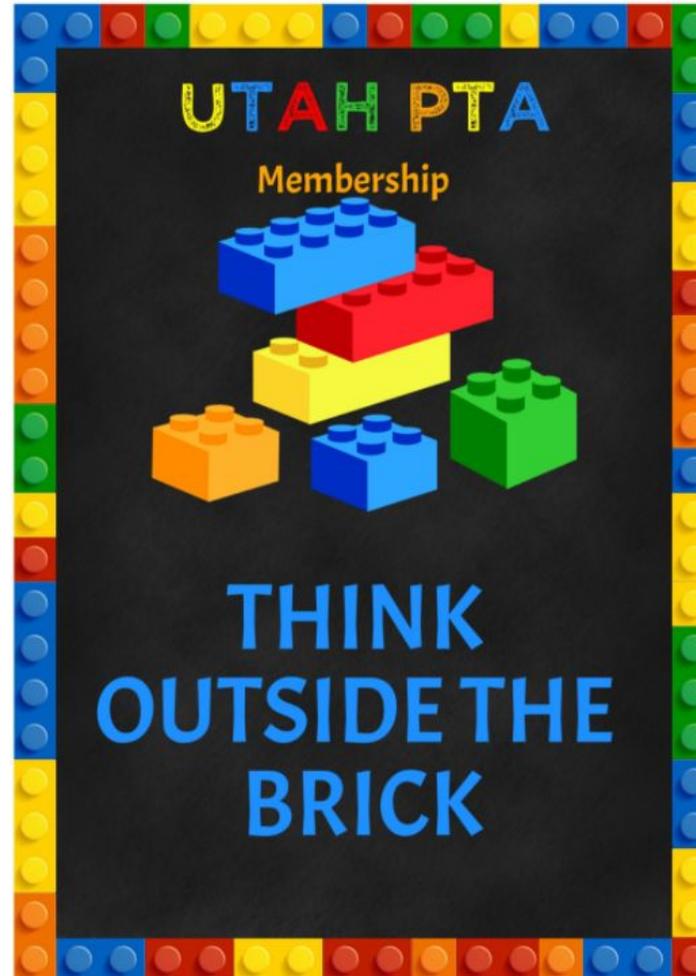


# Remember:

It's **impossible** to choose  
the **“wrong”** theme!



# Utah PTA Membership Campaign Theme 2021-22



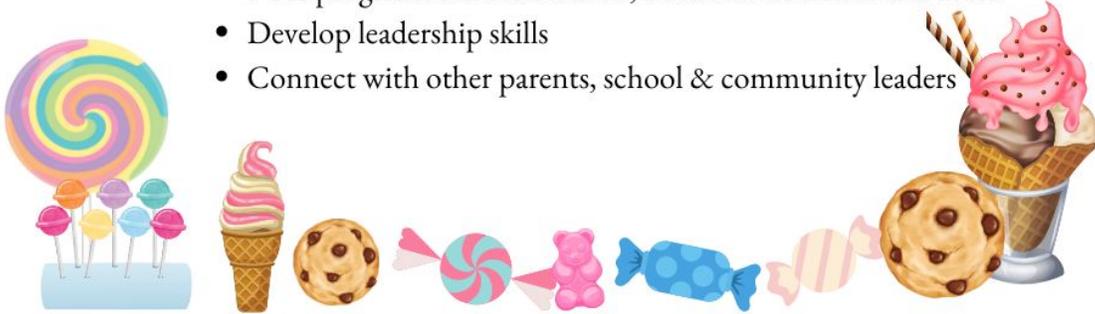
# Utah PTA Membership Campaign Theme 2022-23



# Utah PTA Membership Campaign Theme 2023-24



- Engage in children's learning
- Connect with what's happening at school
- Discover resources for parenting, health & safety & much more
- Advocate for all children in Utah
- Volunteer opportunities
- PTA programs like Reflections, Battle of the Bands and more
- Develop leadership skills
- Connect with other parents, school & community leaders



# Utah PTA Membership Campaign Theme 2024-25



**COME BUILD  
SOMETHING AMAZING!  
JOIN PTA TODAY!**



**Utah  
PTA**  
*everychild. one voice.*

**BE A BUILDER IN YOUR  
COMMUNITY**

**JOIN TODAY!**



# Utah PTA Membership Campaign Theme 2025-2026

{drum roll, please...}



YOU'RE INVITED!

# JOIN THE UTAH PTA BIRTHDAY BASH!

THIS YEAR, UTAH PTA IS CELEBRATING 100 YEARS OF MAKING A DIFFERENCE FOR KIDS! BE A PART OF THE CELEBRATION AND HELP US BLOW OUT 100 MORE CANDLES OF ADVOCACY, SUPPORT, AND COMMUNITY.

FIND YOUR LOCAL PTA AT  
[UTAHPTA.ORG/JOIN](http://UTAHPTA.ORG/JOIN)

# JOIN THE UTAH PTA BIRTHDAY BASH! WILL YOU JOIN THE CELEBRATION?

FIND YOUR LOCAL PTA  
AT [UTAHPTA.ORG/JOIN](http://UTAHPTA.ORG/JOIN)



# 3. Set Goals

- 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.



# PTAs need to

- Be mission focused.
- Be welcoming and inclusive.
- Be transparent.
- Value time.
- Communicate effectively.
- Support student success.



# Goals should be mission focused...

## Utah PTA Mission:

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



# REMEMBER:

Share your goals with  
your PTA board and  
with your school.



# 4. Target Potential Members

- Retain
- Recruit



# Divide Responsibilities:

Assign committee members specific responsibilities:

- Retaining members
- Recruiting new members
- Increasing male involvement
- Asking teachers and staff to join



**[IF USED AS AN EMAIL - SUBJECT: It's time to renew your PTA membership!]**

Thank you for helping us make a difference this past year in the education, health, and safety of our community's children. We could not have achieved our PTA goals without you! Your membership helped **[INSERT NAME OF YOUR LOCAL PTA]** achieve the following goals and provide the following resources this year:

- List 1<sup>st</sup> goal attained
- List 2<sup>nd</sup> goal attained
- List resource number 1 provided
- List resource number 2 provided

We are nowhere near finished and need your membership commitment to accomplish even greater things in the coming year. On tap, we have planned:

- List 1<sup>st</sup> goal for this coming year
- List 2<sup>nd</sup> goal for this coming year
- List resource number 1 to be provided
- List resource number 2 to be provided

Please help us by renewing your membership to the **[INSERT NAME OF YOUR LOCAL PTA]** to continue to support critical academic needs, be an active voice on decisions that impact your child's health, safety, and quality of education, and build a stronger, more inclusive school community.

We invite you to **[SELECT ONE: join, invest in, support]** our PTA because we can do more together than apart. It will take you less than 5 minutes. **[FOR ELECTRONIC DOCUMENTS USE: You can join by going to **[INSERT YOUR JOIN PTA URL]**. **[FOR PRINTED DOCUMENTS USE: You can join by completing the form on the back of this letter or by scanning this QR code **[INSERT YOUR QR CODE TO YOUR JOIN PTA PAGE.]******

Thank you again for your loyalty and support.

Sincerely,  
**[INSERT NAME]**

**[INSERT FULL NAME], [INSERT PTA LEADERSHIP POSITION]  
 [NAME OF YOUR PTA (no abbreviation)]  
 [INSERT PHONE NUMBER]  
 [INSERT EMAIL ADDRESS]**



(If used electronically, right click on the graphic to link to your Join PTA URL and then delete this text)

[Your PTA Information: Name, Webpage/Facebook Page/Instagram Page/Twitter Page, Email, Phone Number]

# Thank & Invite previous members



[IF USED AS AN EMAIL - SUBJECT: PTA For Your Child!]

Hello!

It is time for another exciting *Back to School, Back to PTA* year to start and an important part of [INSERT SCHOOL NAME OR YOUR COMMUNITY'S NAME] is our PTA.

[INSERT PTA NAME] supports critical academic needs, is an active voice on decisions that impact your child's health, safety, and quality of education, and builds a stronger, more inclusive school community.

We invite you to *PTA For Your Child* by joining our PTA because increasing our membership, even by one, makes it possible to:

- [INSERT 2-3 LOCAL PTA WORK OR EVENT EXAMPLES]

There is no wrong or right way to be involved. We invite you to [SELECT ONE: join, invest in, support] our PTA by becoming a member because we can do more together than apart. It will take you less than 5 minutes. You can join by going to [INSERT YOUR JOIN PTA URL] [IF SENT AS A LETTER, ADD: or completing the form on the back of this letter if more convenient.]

Sincerely,  
 [INSERT NAME]

[INSERT FULL NAME], [INSERT PTA LEADERSHIP POSITION]  
 [NAME OF YOUR PTA (no abbreviation)]  
 [INSERT PHONE NUMBER]  
 [INSERT EMAIL ADDRESS]



(If used electronically, right click on the graphic to link to your Join PTA URL and then delete this text)

[Your PTA Information: Name, Webpage/Facebook Page/Instagram Page/Twitter Page, Email, Phone Number]

# Invite new members



# Host a Back to School Breakfast...

Consider hosting a breakfast gathering for kindergarten parents after they drop off their children on the first day of school. This helps families feel welcome at the school and, at the same time, provides them with a positive first experience with your PTA. Provide forms, envelopes, or a link for parents to join PTA! These new families are often excited to join PTA!



Whether You're Going To Shed a Happy or Sad Tear,  
Come Join Us To Kick off The new School Year!

PINWOOD ELEMENTARY SCHOOL PTA PRESENTS A

**Rise & Shine**

**BOO HOO**

**WOO HOO**

**Back To School Breakfast Social**

**Tuesday, September 4th - 7am to 8am**

**Pinwood School Cafeteria**  
5555 BREAKFAST DR. - DENVER, CO 7777

Coffee, Juice and  
Various Pastries  
Provided!

CONTACT THE SCHOOL OFFICE AT 555.555.5555 FOR MORE INFORMATION OR QUESTIONS

YOU'RE INVITED TO A

**TEARS & CHEERS**

**BREAKFAST**

JOIN US FOR BREAKFAST  
ON THE FIRST DAY OF SCHOOL!  
WEDNESDAY, AUGUST 25 AT 8:30 AM

HOSTED BY THE BEAN PTA

YOU MIGHT BE CRYING, TEARY-EYED AND BLUE, OR YOU MIGHT  
BE CHEERING, "I'M GLAD THE SUMMER'S THROUGH!"  
WHATEVER YOU'RE FEELING ON THE 1ST DAY OF SCHOOL,  
STOP BY AND STAY AWHILE, WE'LL BE HERE TO GREET YOU  
WITH COFFEE AND A SMILE!



# Invite dads, grandpas, brothers & uncles to join PTA too!!



# FOR MOMS

For more than 120 years, PTA has provided leadership opportunities for women – growing the PTA into the largest child advocacy association in America



THERE IS NO  
WRONG WAY  
TO PTA

# FOR MOMS, DADS, GRANDPARENTS, CAREGIVERS, COMMUNITY MEMBERS

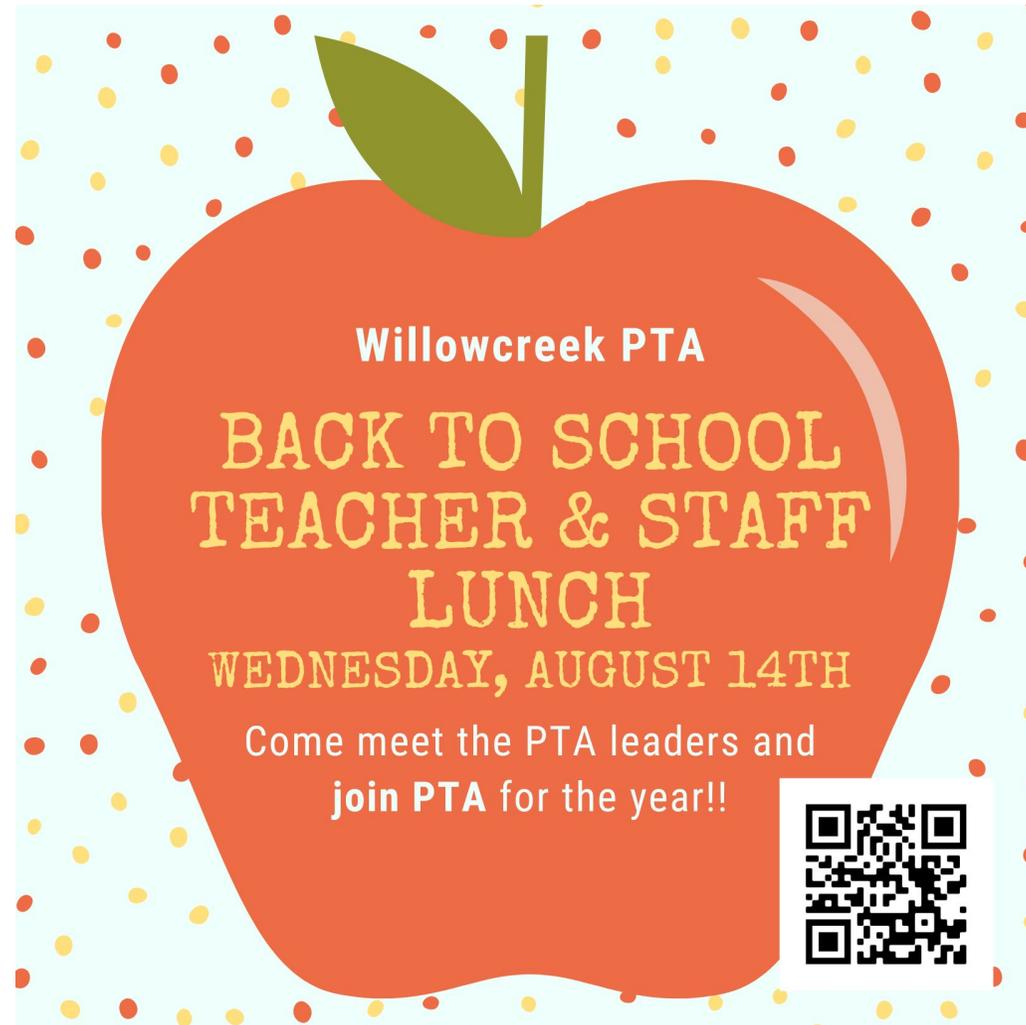
Today, everyone has a role to play in growing and improving our schools

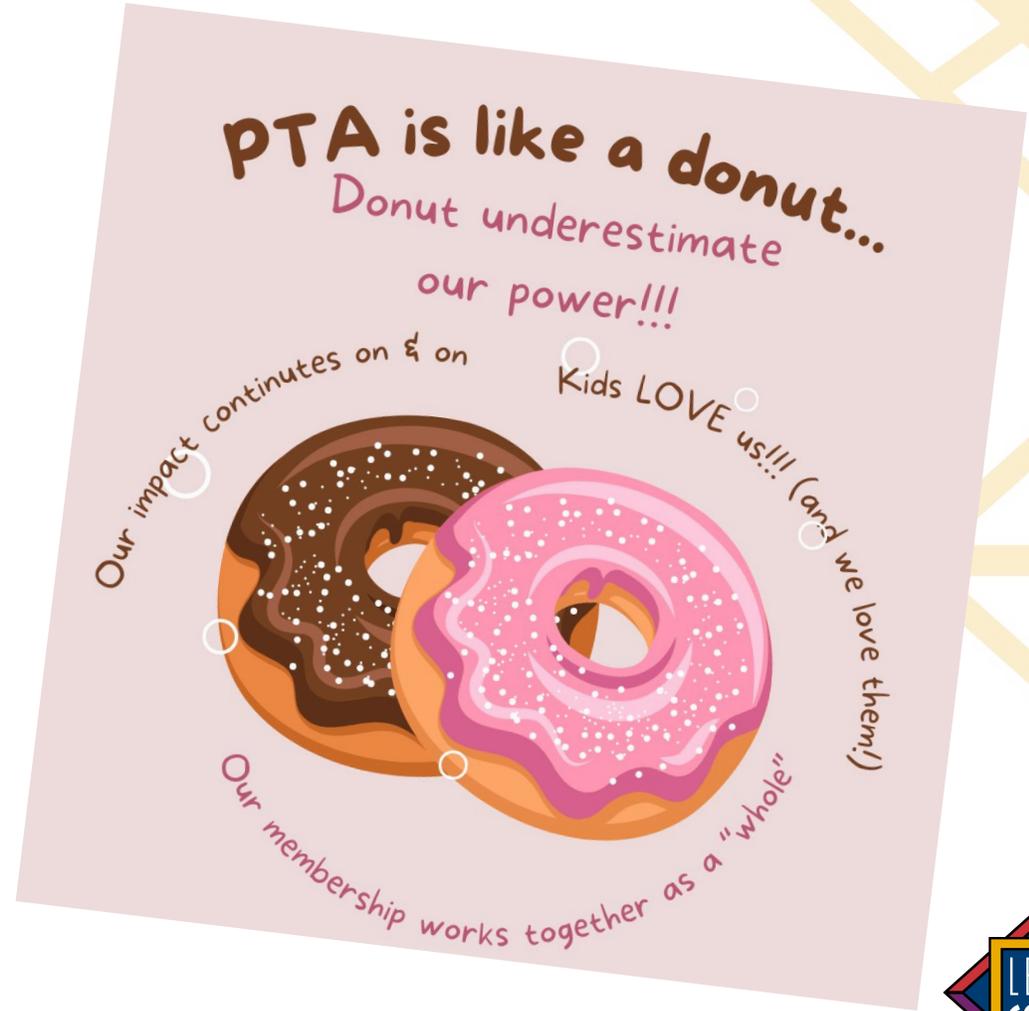


National  
**PTA**  
everychild.one voice.®



# Host a Back to School Lunch or breakfast for teachers & staff





# TEACHER APPRECIATION

PTA established Teacher Appreciation Week<sup>SM</sup> nearly 40 years ago



THERE IS NO  
WRONG WAY  
TO PTA

# TEACHER GRANTS

Local PTA funding provides teachers money for classroom needs and instructional resources



National  
**PTA**  
*everychild.one voice.®*



# Thank you for putting the “T” in PTA

## Teacher Name

is a proud teacher member of the

**2021-2022 Milton Elementary/Middle School PTA**

**Type PTA Name Here**

**PTA**<sup>®</sup>

*everychild.one voice.*<sup>®</sup>



# 5. Have a Plan

Examples:

- Send a join PTA blast through Givebacks
- Add a join button or QR code to all school communications
- Personally invite parents to join PTA at back-to-school night



## 6. Sell the Value of PTA

Recruiting new members goes hand-in-hand with making sure they find value in PTA and renew their membership. There is no wrong way to PTA!



# Utah PTA<sup>®</sup>

## LOADS OF BENEFITS

- Engage in children's learning
- Resources for parenting, education, health, safety and much more
- Advocate for all children
- Programs like Reflections, Battle of the Bands, Ribbon weeks and more
- Connect with other parents, school & community leaders



utahpta.org

## JOIN THE UTAH PTA CENTENNIAL CELEBRATION: EVERY MEMBER IS A GIFT!

IT'S OUR 100TH BIRTHDAY, AND YOU'RE INVITED TO THE PARTY! FOR A CENTURY, UTAH PTA HAS BEEN A POWERFUL VOICE FOR CHILDREN, FAMILIES, AND SCHOOLS. BY BECOMING A MEMBER, YOU'RE NOT JUST JOINING AN ORGANIZATION – YOU'RE UNWRAPPING A WEALTH OF BENEFITS AND BECOMING A VITAL PART OF OUR ONGOING MISSION.

YOUR MEMBERSHIP HELPS US:

- ADVOCATE FOR POLICIES THAT SUPPORT STUDENT SUCCESS.
- PROVIDE RESOURCES AND PROGRAMS FOR FAMILIES AND SCHOOLS.
- BUILD STRONG COMMUNITIES WHERE EVERY CHILD CAN THRIVE.
- CELEBRATE 100 YEARS OF IMPACT AND LOOK FORWARD TO THE NEXT CENTURY!

DON'T MISS OUT ON THE FUN! JOIN UTAH PTA TODAY AND BE A GIFT TO OUR CHILDREN'S FUTURE.

**FIND YOUR LOCAL  
PTA AT  
[UTAHPTA.ORG/JOIN](http://UTAHPTA.ORG/JOIN)**



# Some may find value in:

- Member benefits.
- Financial support PTA offers their local school.
- The national or state advocacy piece.
- Something entirely different.



- Emphasize to new members what they get for their membership dues.
- Keep members motivated through on-going communication, opportunities to volunteer, and recognition.
- However, the number one benefit that PTA members receive from PTA membership is the ability to help their own child(ren) or other children.



W



# 7. Incentive, Awards & Prizes

- “The class with the highest percentage of memberships gets...”
- “The class with 100% envelopes returned gets...”
- Ask the Principal to do something wacky if you reach a certain goal.
- Offer “punch cards” to members for joining PTA.
- Offer discounts on school spirit wear.
- Offer discounts at PTA events.
- Free entrance to the school dance for joining PTSA





- Post your membership goal in a high-traffic area in your school.
- Show results of your campaign.



# Incentives...

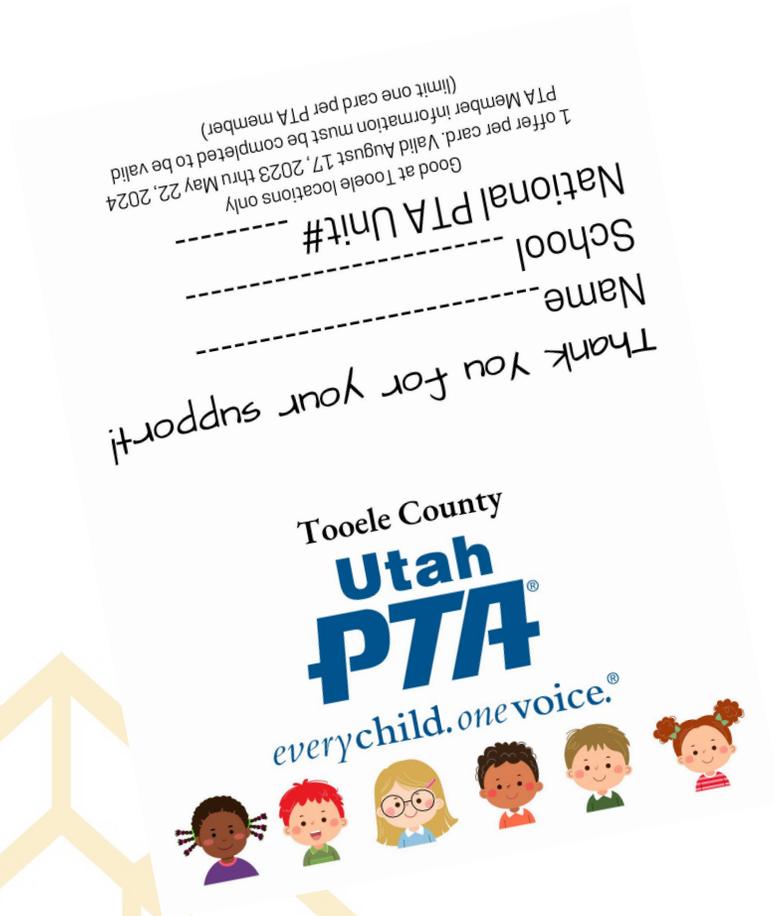




# Spirit wear incentives...



# PTA Member benefit cards...



# Types of Memberships:

1. One person membership: One person=one membership (example: \$8 per membership)
2. Two person membership:
  - Two people=two memberships (example \$16 per couple)

(you **can** offer discounts on spirit wear or entrance to PTA events)

**No family memberships** (where price covers everyone in a family).

**No Teacher “discount” membership** -dues are set in local bylaws

**Dues must be paid per person.**



# 8. Campaign All Year Long

- Every event your school or PTA holds is an opportunity for more people to become members of PTA! Host a PTA table at major school events. Always have information and an invitation to join available.
- Continue to ask parents to join PTA throughout the year.
- Continue to promote your PTA
- Include PTA membership materials in new student packets in the school office
- Be sure to schedule your recruitment and retention activities throughout the year, particularly at back to school event in the fall and at the start of a new year in January.





**Your Own PTA Name HERE**



Advertise at ALL PTA sponsored activities and have a way for people to join.



# We



# PTA

February is a great time to launch a "we Love PTA" (or similar) campaign! All local PTA units that submit at least 14 new PTA memberships from now through February 25, will be entered into a drawing for a **buy one, get one free registration to the Utah PTA Leadership Convention**. 4 winners will be drawn from those eligible.

*Please submit new membership dues to Utah PTA by February 25.*

Sample campaign themes ideas:

- We {heart} PTA!
- Bee a Sweetheart and buy a PTA Membership
- WHOOO Loves PTA?
- PTA Membership is SWEET!



**Utah PTA**  
everychild.one voice.

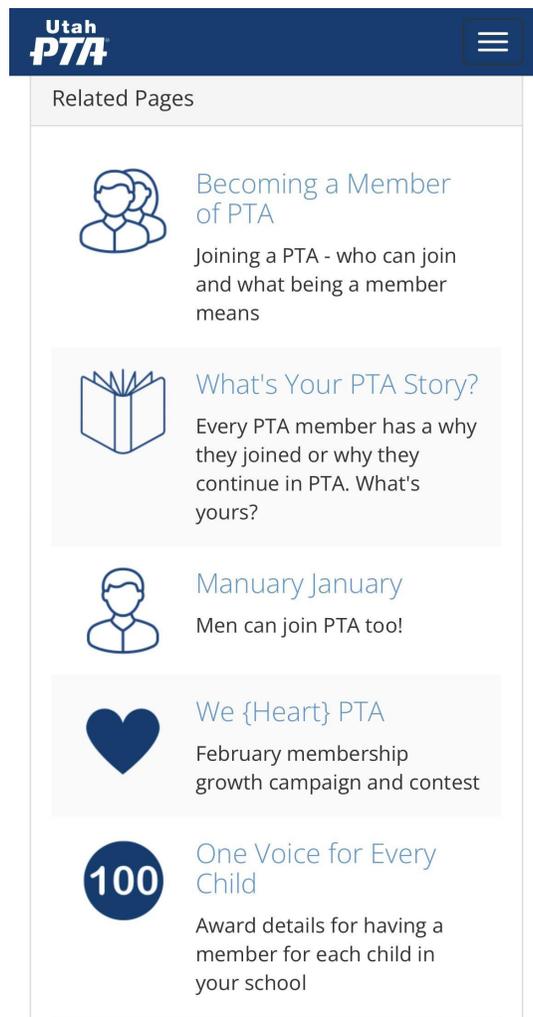
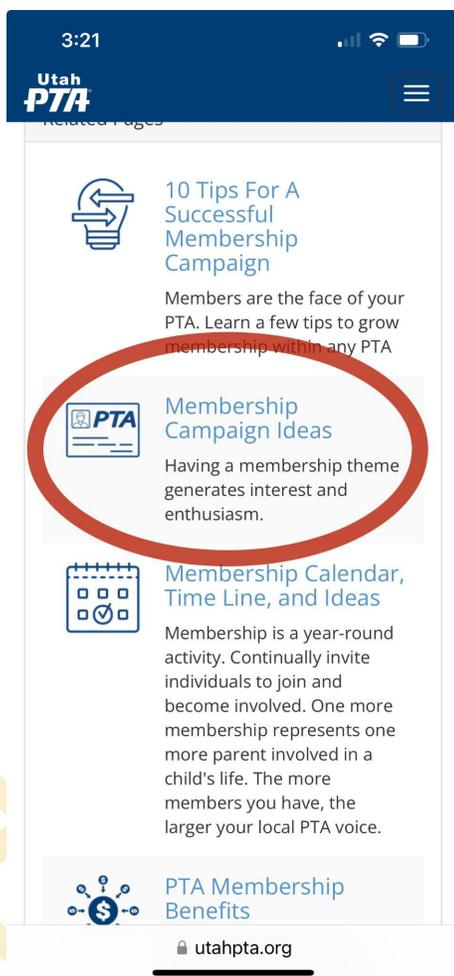


# 9. Use Your Resources & Follow Through

- Use resources. Don't reinvent the wheel.
- Assign a specific person to be in charge of coordinating the different events, but involve all your members.
- Plans are worthless unless they are put into practice.



# utahpta.org/membership



# Membership Mondays!



# shoppta.com



# 10. Evaluate & Adjust

Continuously seek feedback from committee members on issues such as:

- How many new members are they recruiting?
- How they are helping 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.



Join the Utah PTA  
Centennial  
Celebration: Every  
Member is a Gift!

Good luck on  
your  
membership  
campaigns this  
year!!



# Connect with us on social media



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers



# Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



# UTAH PTA SPONSORS

