

WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon





DEVELOP
ADVOCATE
ENGAGE

UTAH

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

10 TIPS

for Building 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.



REMEMBER:

It's **impossible** to choose the
"wrong" theme!



Utah PTA Membership Campaign Theme 2021-22



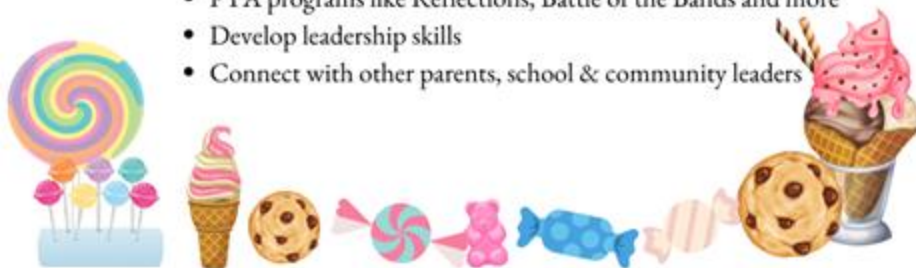
Utah PTA Membership Campaign Theme 2022-23



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
2024-2025
{drum roll, please...}





**Utah
PTA**

COME BUILD
SOMETHING AMAZING!
JOIN PTA TODAY!





BUILDING OUR PTA ONE
MEMBER AT A TIME



Utah
PTA[®]

everychild.one voice.

**BE A BUILDER IN YOUR
COMMUNITY**

JOIN TODAY!



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 1st goal attained
- List 2nd 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 top, we have planned:

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

Please help as 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, Website/Facebook/Pages/Instagram/Pages/Twitter/Pages, 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!

PINEWOOD ELEMENTARY SCHOOL PTA PRESENTS A

Rise & Shine

BOO HOO

WOO HOO

Back To School Breakfast Social

Tuesday, September 4th - 7am to 8am

Pinewood 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 23 AT 8:00 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 LOSE ANGLE, WE'LL BE HERE TO GREET YOU
WITH COFFEE AND A SNEEZ!

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

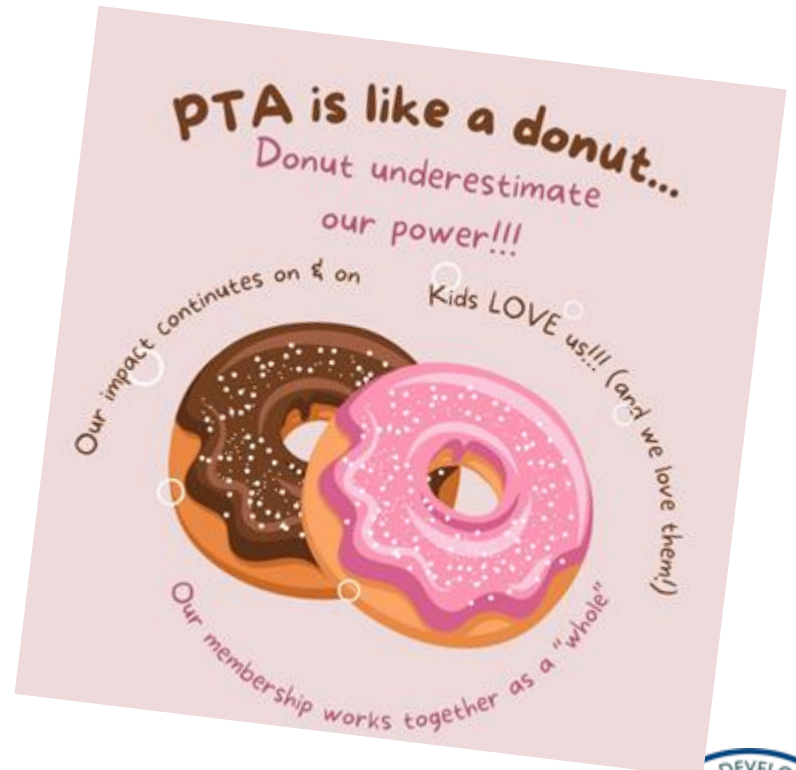
Today, everyone has a role to play in growing and improving our schools

National
PTA
everychild.onevoice.®



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





TEACHER APPRECIATION

PTA established Teacher Appreciation WeekSM 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.onevoice.®



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[®]

everychild.onevoice.®



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’ll send a JOIN PTA blast through Givebacks.”

“We’ll add a join button or QR code to all school communication.”



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. There is no wrong way to PTA!





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



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.





7. Incentives, 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 on school t-shirts.
- Offer discounts for the book fair or carnival.
- Free entrance into the school dance for joining PTSA.





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



OUR GOAL \$ _____



Helpful Tips & Reminders:

- Don't sit behind the membership table! Stand in front of the table, clipboards in hand (with a membership form attached) to avoid long lines.
- Draw attention to your table.
- Have a volunteer sign-up area separate from your membership sign-up table.





Incentives...

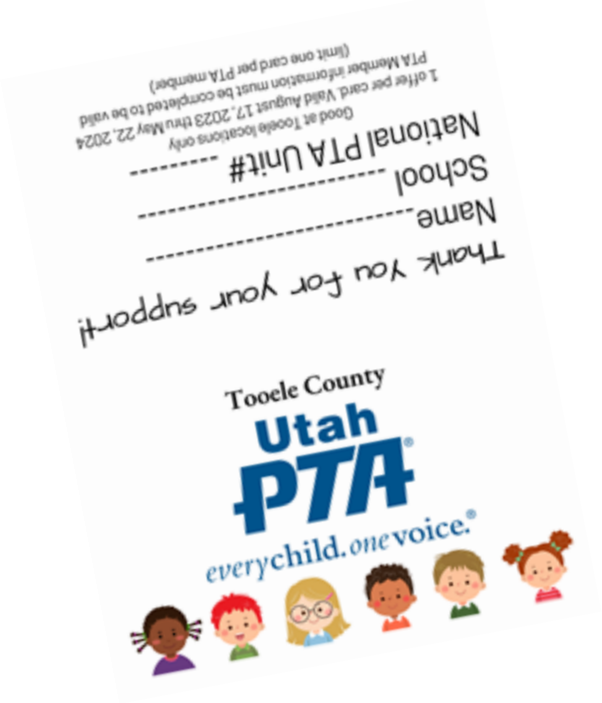




Spirit Wear incentives...



PTA Member benefit cards



Types of Memberships:

1. One person membership: One person=one membership (example: \$6 per membership)

2. Two person membership:

- Two people=two memberships (example \$12 per couple)

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

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

Dues must be paid per person.



8. Campaign All Year Long

- Every event your school or PTA holds is a chance for more people to become members of PTA! Ask for a PTA table at major school events. Always have your sign-up sheets and information ready! Have membership envelopes on hand to hand out to people who are not yet members.
- Continue to ask parents to join 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 Night in the fall and at the start of the new year in January.





Your Own PTA Name HERE



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



New Year,
new PTA goals!



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

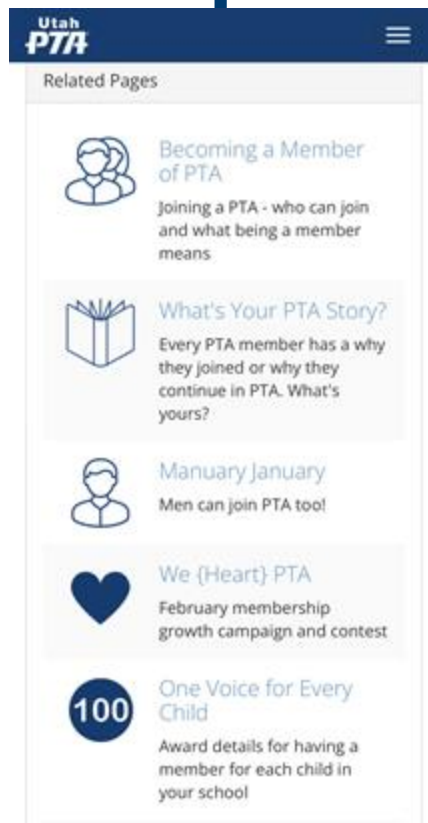
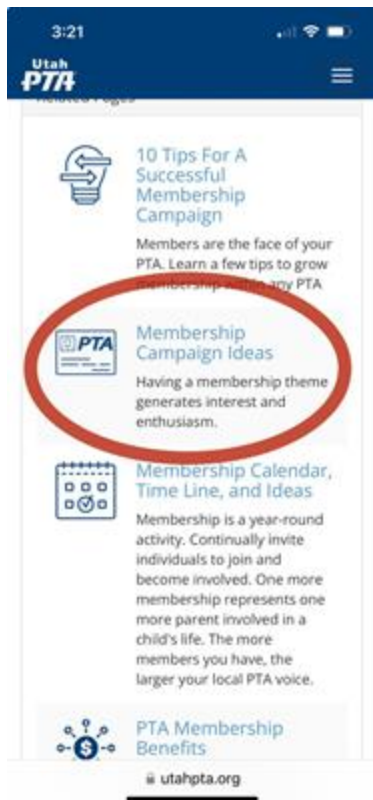
everychild.one voice.



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 of your members.
- Plans are worthless unless they are put into practice.

utahpta.org/membership



Membership Mondays!



Membership



Give a special recognition or shout out to teachers/staff who join. Decorate the doors of teachers who join PTA.

**Utah
PTA**
everychild.onevoice.®



Shoppta.com



10. Evaluate & Adjust

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.





July 2021-December 2021 Report (Sample Template)

PTA's Mission: To make every child's potential a reality by engaging and empowering families and communities to advocate for ALL children

Because of your membership support, here is what our [ENTER YOUR PTSA NAME] PTSA has accomplished:

PTSA Accomplishments, Activities, Events, Outreach and/or Meetings

Activity Name	Purpose/Impact
1)	
2)	
3)	
4)	

PTSA Sponsors/Partners

Organizations/Businesses/Community/Individuals

PTSA by the Numbers

Total Number of PTA Members as of 12/31/21	####
Total Number of Meetings & Events	####
Total Number of Event Attendees	####
Total Number of Volunteers For Events	####
Total Number of Volunteer Hours	####
Value of Volunteer Hour (Click here to look for your State)	\$\$\$\$
Total amount contributed through Volunteer hours	\$\$\$\$

Add links to your social media and website here



(Insert Pictures of your PTSA Events/Activities and then Delete This text)



If used electronically, right click on the image or link to your Join PTSA CSR and then delete this text or provide a QR Code to your Join PTSA CSR

THANK YOU to all
 our members,
 sponsors/partners
 and supporters!

Add links to your social media and website here





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



THANK YOU TO OUR SPONSORS!

