

Welcome to 2025 Leadership Convention

This session will begin soon



Sharing PTA Membership Campaign Themes, Awards, and Q & A

Alexis Beazer, Utah PTA Membership



Choosing a Campaign Theme

- Having a **theme** generates interest and enthusiasm.
- Using a **theme** will make your membership campaign easier.
- A fun and unique **theme** can take your PTA membership drive to a whole new level.
- Once you have a **theme** idea, use the **theme** graphics on all your publications and handouts.
- Use the **theme** to create incentives and build events.
- Use visuals with the **theme** to show membership success.



**But
Remember...**



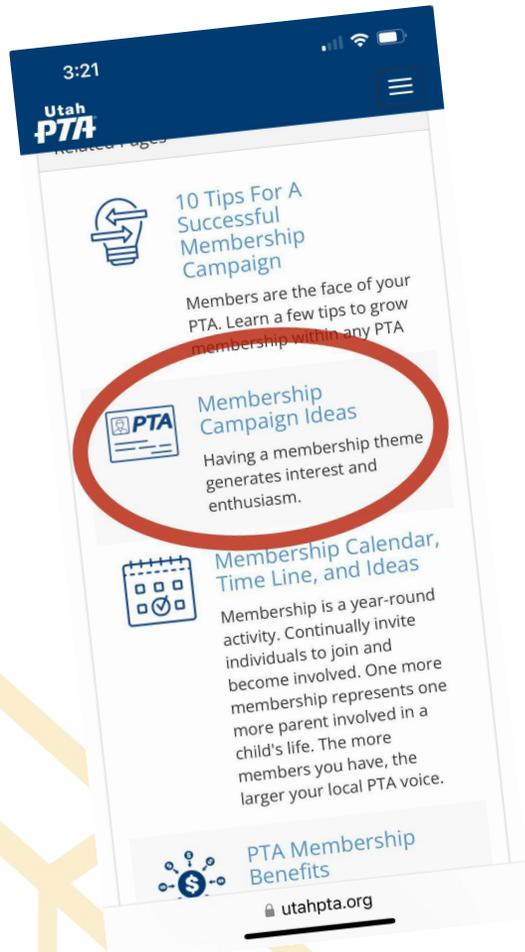
It's **impossible**
to choose
the **“wrong”** theme!



Looking for more membership theme ideas?

Visit our website at:

utahpta.org/membership-campaign-ideas



SUPER HEROES

We chose “Super Heroes” because they:

- Always do their best.
- Look out for everyone.
- Speak kind words.
- Are a friend to everyone.





DO GOOD THINGS FOR KIDS!

LINCOLN PTA

Lincoln Elementary PTA

1 JOIN PTA

BY SIMPLY JOINING PTA YOU ARE ADVOCATING ON BEHALF OF ALL CHILDREN (INCLUDING YOUR OWN!) NO ADDITIONAL COMMITMENT IS REQUIRED.

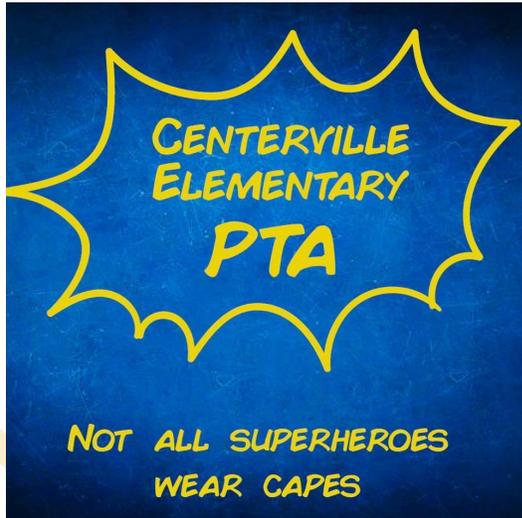
BUT IF YOU CAN... **2 DONATE**

ANY AMOUNT YOU CAN GIVE HELPS OUR SCHOOL. EVERY DOLLAR WE RAISE GOES INTO PROGRAMS AND SERVICES FOR OUR KIDS!

3 VOLUNTEER

THERE'S A LOT WE CAN DO TOGETHER! EVEN ONE HOUR OF TIME CAN HELP MAKE AN EVENT GREAT. BRING A FRIEND AND MAKE NEW FRIENDS.

for more information go to: www.lincoln-pta.org



Helpful tip...

Use your membership theme
all year to promote
membership and PTA
sponsored events or programs.



1. “DOUBLE YOUR POWER”

- A challenge to double our membership
- Membership is everyone’s responsibility!
- “Feel the power of the cape” or “Not every superhero wears a cape”
- Treat: Super Hero Power Kit (candy ring pop, pop rocks, Doublemint gum, Double Bubble gum) with a cute tag



2. “WHY JOIN PTA?”

- Wonder Woman-Wonder Why PTA
- Many hands make light work!
- Meet new friends
- You’ll feel good about it!
- Children will benefit from it!
- Index card/elevator speech to tell their story
- Treat: Wonder Woman cupcakes with topper



3. “NEW YEAR, NEW PTA GOALS!”

- Facebook post in January
- New campaign for the new year; run an additional membership drive
- “We {heart} PTA!” contest
- Treat: Heart shaped sugar cookies with “We {heart} PTA!” tag

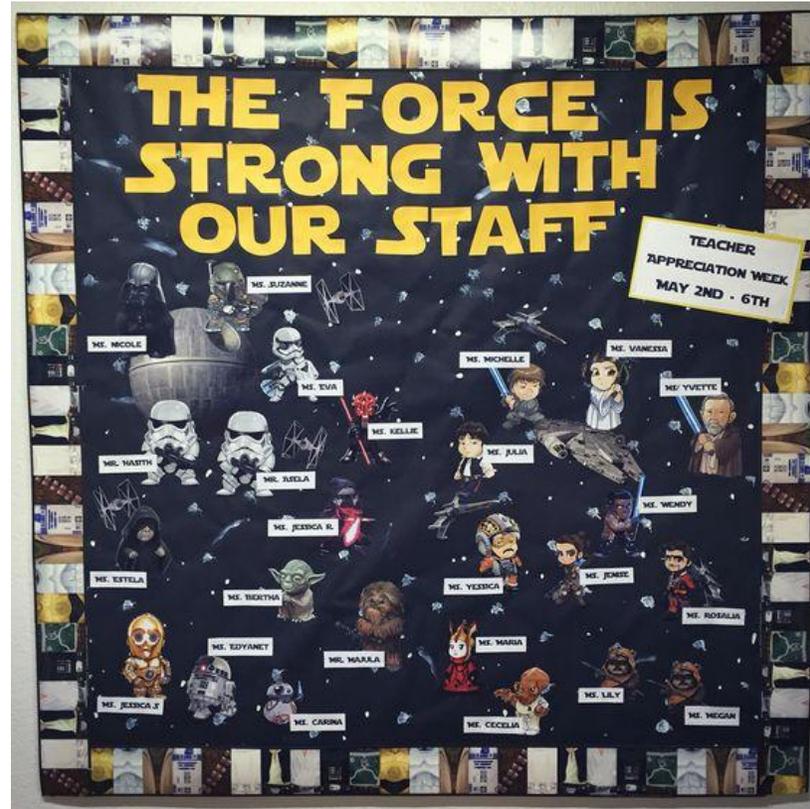


4. “USE YOUR SPIDEY SENSES TO FIND NEW BOARD MEMBERS!”

- Plug for new board members to go to convention
- “With great power comes great responsibility”-Spiderman’s Uncle Ben or Voltair (whomever you choose)
- Treat: Red, white, and blue pretzel rods



Star Wars



NEVER TELL ME THE ODDS...



“WHAT’S YOUR PTA STORY?”



“I am a Jedi, like my father before me...”



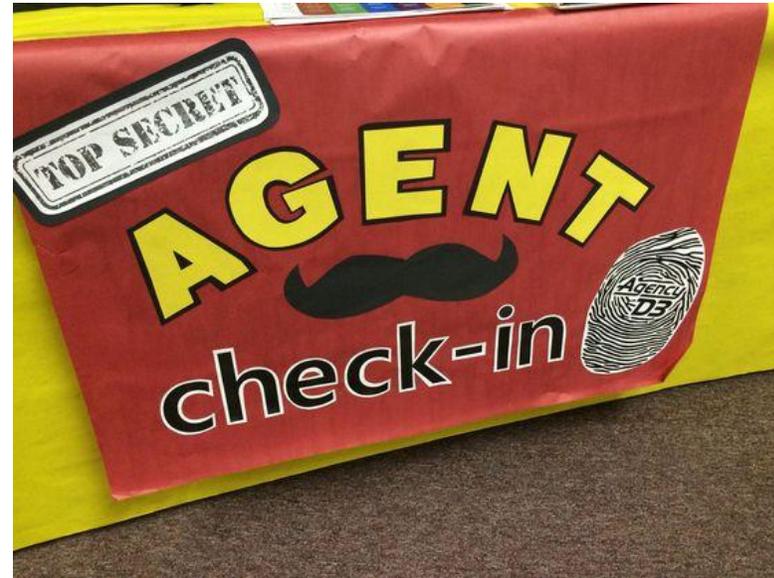
**MISSION
IMPOSSIBLE**



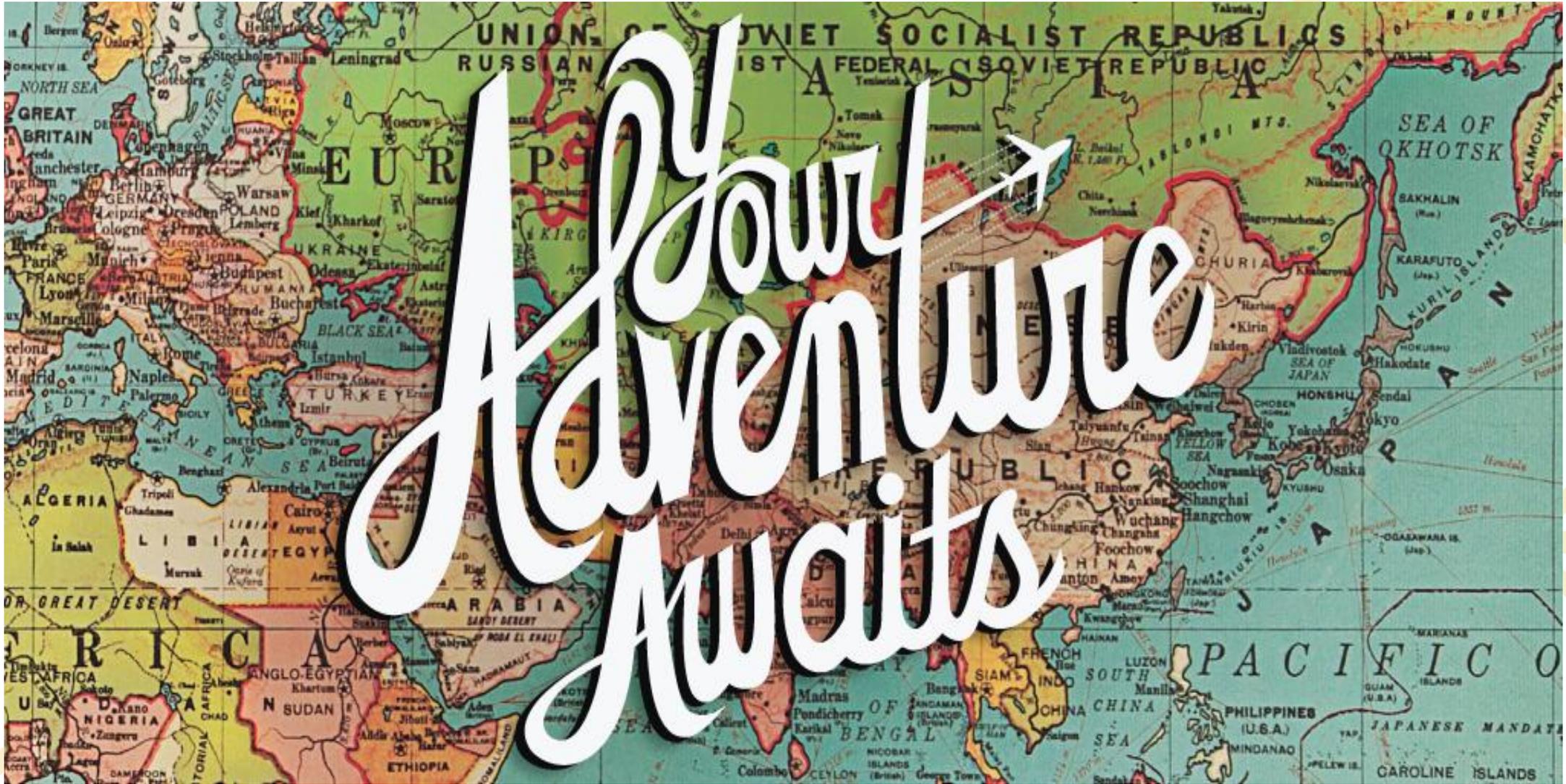
OUR GOAL \$



Detective Costume

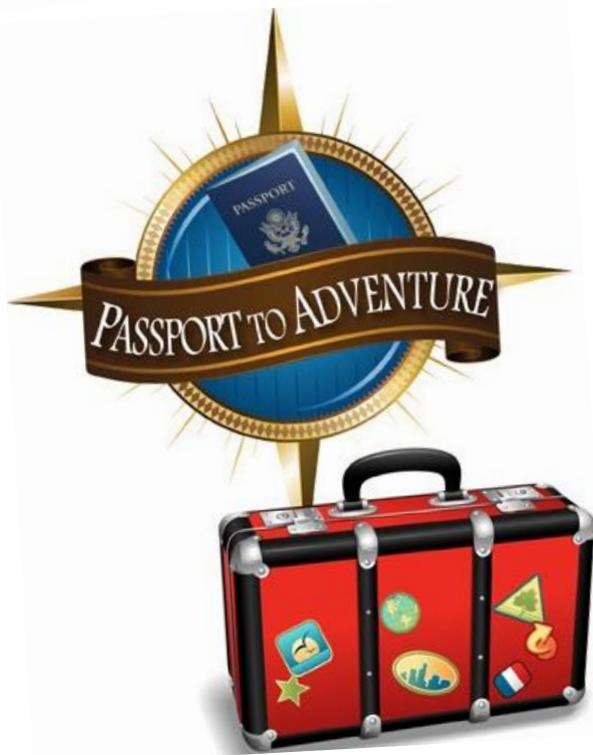


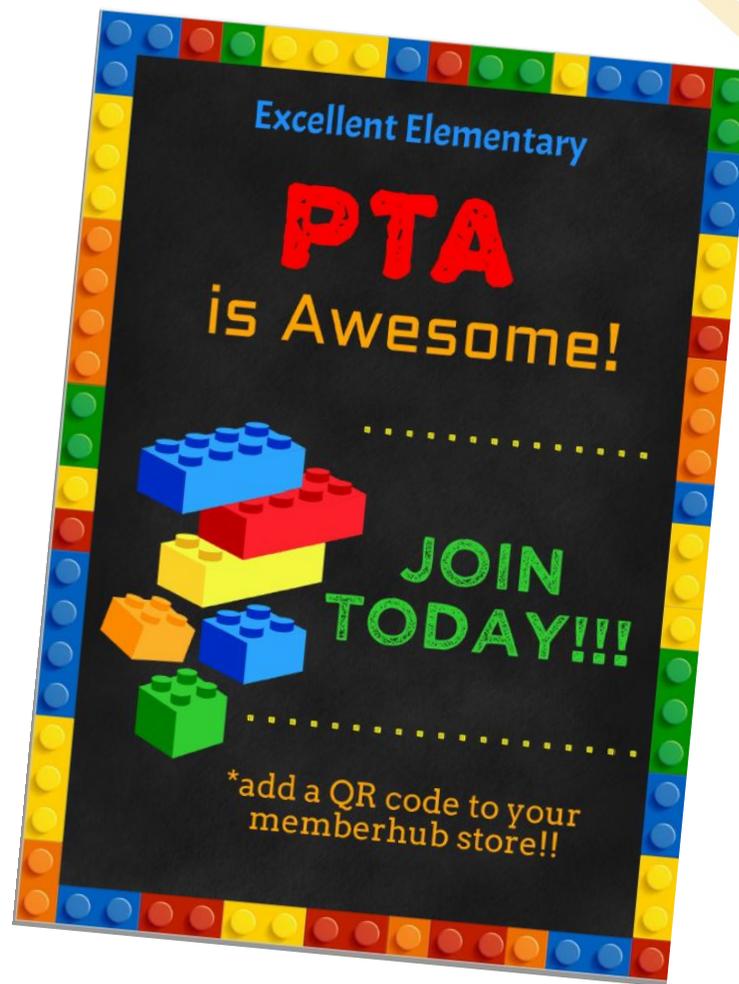
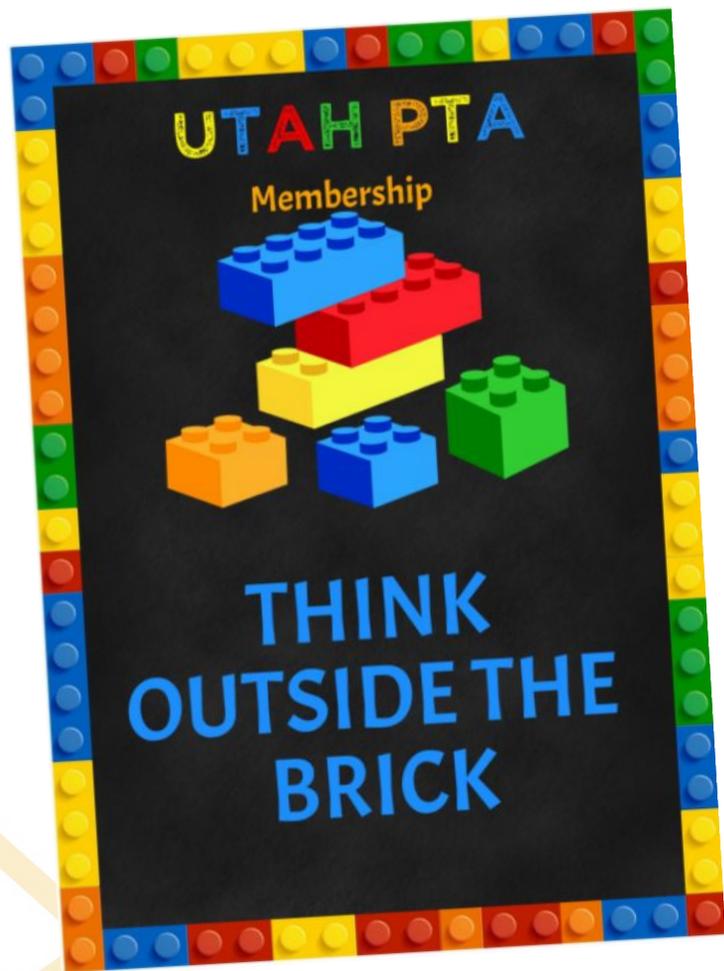
How Adventure Awaits



READING
is a **TICKET**
to
ADVENTURE

ADVENTURE
FUN
DASH RUN







Be part of the buzz, join PTA today!





Utah PTA[®] MEMBERSHIP

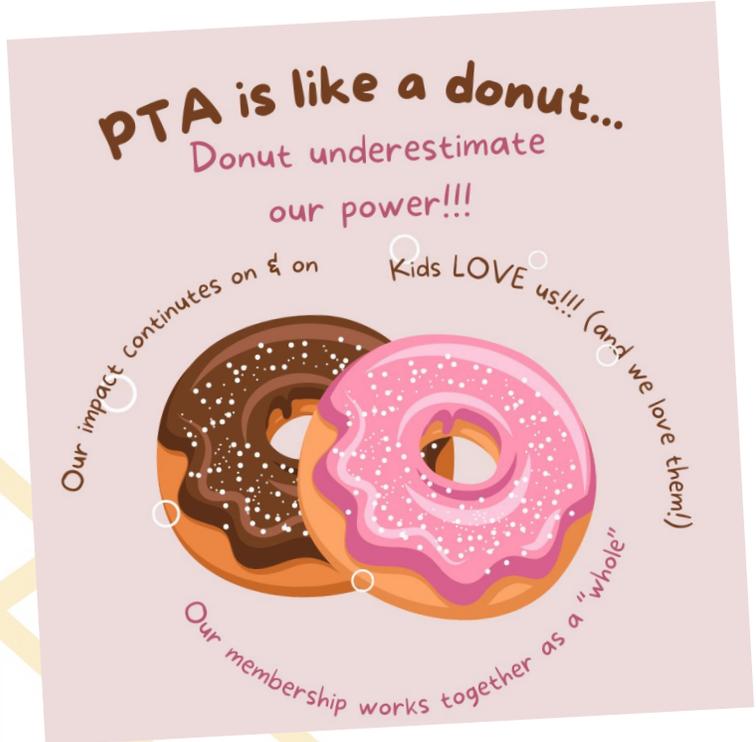


is Sweet!



- 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

COME BUILD
SOMETHING AMAZING!
JOIN PTA TODAY!



Utah 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

A tilted black sign with a yellow hard hat icon with a headlamp. The Utah PTA logo is in the top right, with the tagline "everychild.onevoice." below it. The main text reads "Keep the spotlight on all children. Join PTA today!". A QR code is in the bottom right. At the bottom of the sign, it says "#WorkSafe" and "worksafenyc.com".

Utah
PTA[®]
everychild.onevoice.

Keep the
spotlight on all
children. Join
PTA today!

#WorkSafe
worksafenyc.com



Come Join the Party!



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

**FIND YOUR LOCAL PTA
AT [UTAHPTA.ORG/JOIN](https://utahpta.org/join)**



YOU'RE INVITED!

**IT'S OUR
BIRTHDAY! WILL
YOU JOIN THE
CELEBRATION?**

IMAGINE A PARTY FILLED WITH DEDICATED INDIVIDUALS PASSIONATE ABOUT MAKING A DIFFERENCE FOR UTAH'S KIDS. THAT'S UTAH PTA! AS WE CELEBRATE OUR 100TH BIRTHDAY, WE'RE INVITING YOU TO JOIN THE FUN AND BECOME A MEMBER.

WHY RSVP "YES" TO UTAH PTA MEMBERSHIP?

- WANT TO HAVE A VOICE IN YOUR CHILD'S EDUCATION?
- BELIEVE IN STRONG SCHOOLS AND THRIVING COMMUNITIES?
- WANT TO CONNECT WITH OTHER PARENTS AND EDUCATORS?
- WANT TO CELEBRATE 100 YEARS OF POSITIVE IMPACT AND HELP SHAPE THE NEXT 100?

THEN IT'S TIME TO JOIN THE PARTY! YOUR MEMBERSHIP IS THE BEST GIFT WE COULD ASK FOR.

**FIND YOUR LOCAL PTA AT
[UTAHPTA.ORG/JOIN](https://utahpta.org/join)**



Come Join the Party!



I JOINED PTA TO
POSITIVELY
IMPACT THE NEXT
100 YEARS OF
ADVOCATING FOR
KIDS!

FIND YOUR LOCAL PTA
AT [UTAHPTA.ORG/JOIN](https://utahpta.org/join)



Utah PTA Membership Awards



The purpose of Utah PTA Membership awards:

The purpose of the Utah PTA Membership Awards is to help increase membership by serving as a motivational incentive and to provide a meaningful reward to those PTAs who have promoted membership throughout the year.



“Early Bird” Award

No application needed:

Any PTA submitting 50% of the previous year’s membership by **September 25th** will be entered into a drawing for a buy one, get one free registration to the Utah PTA Leadership Convention. (1 winner)



“On Target” Award

No application needed:

Any PTA submitting 75% of the previous year's membership by **October 25th** will be entered into a drawing for a buy one, get one free registration to the Utah PTA Leadership Convention. (2 winners)



“Trailblazer” Award

No application needed:

Any PTA submitting 100% + 1 of the previous year's membership by **November 25th** will be entered into a drawing for a buy one, get one free registration to the Utah PTA Leadership Convention. (5 winners)



“Beehive” Award

No application needed:

Any PTA submitting 10% over the previous year’s membership by **December 25th** will be entered into a drawing for a PTA tablecloth (5 winners)



A Voice For Every Child” Challenge



Given to PTAs that participate and meet the membership goal (set by Utah PTA) during the month of January for the purpose of increasing membership in preparation for the advocacy work of Utah PTA during the legislative session.



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.



PTAs that submit at least
14 new memberships
During the month of February will
be entered into a drawing. No
application needed!





- Open to all PTA Members
- Submit your own, personal story about how you became involved in PTA and why you think it's important for all parents!
- One winner will be chosen to receive a PTA messenger bag
- Stories may be featured on Utah PTA social media.
- Application found at: www.utahpta.org
- Due March 1st



Awarded to local PTAs that have 100% membership of their full-time faculty, administration and staff.





Awarded to local PTAs whose PTA membership has at least 40% male members including fathers, grandfathers, and male community members.



Awarded to any local PTSA with 40% or more student membership. Qualifying PTSAs will receive buy one, get one free registration to the Student Leadership Convention.





Awarded to PTAs whose membership is at least 100% over last year's membership by March 1st. No application necessary.



- Awarded to two local PTAs that exhibit excellence in promoting PTA membership through an innovative, comprehensive, and successful membership recruitment campaign.
- winners will be recognized and receive a \$100 donation to their PTA!



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



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