

Turning Membership Goals into Award Winning Results

Andrea Hinton, Director of Membership
with specials guests from

Orchard Elementary PTA, 2026 Award of Excellence Winner
Magna Elementary PTA, 2026 Award of Excellence Winner



Defining "Success": Setting the Right Goals

- Beyond "More": Shifting from vague intentions to data-backed targets.
- The S.M.A.R.T. Framework:
 - Specific | Measurable | Achievable | Realistic | Time-bound
- The Anatomy of a Winning Goal:
 - “We will increase our membership by 5% over last year’s total by March 1st.”
- Why it Works: Clear targets eliminate guesswork and allow your committee to track progress in real-time.

The Data Hunt: Where to Find Your History

- Givebacks Reports: Digital records available back to 2019.
- Leverage weekly Membership Reports—available through your Council or Region leaders—to track growth and verify data.
- Internal Archives: Historical data in Google Drive or legacy paper files.

The Resource Rule: If you don't have the data, ask your Council President or Region Chair.

The Analysis: Turning Data into a Plan

- Trend Spotting: Look for patterns. Did membership spike or drop during a specific event?
- The "Density Check": Compare membership to current student enrollment.
- The Two-Tiered Approach:
 - Standard Goal: Achievable and steady.
 - Stretch Goal: Ambitious and motivating.
- Board Collaboration: Use your data to lead a meaningful discussion with your Board of Directors.
- Feasibility: Balance your data with current school demographics and volunteer capacity.

The Roadmap to Recognition: Why Aim for Utah PTA Awards?

- Validation of Excellence: Proving your strategies are working.
- The "Gold Standard": The Award of Excellence in Membership Promotion.
 - Earned by our guests today: Magna STEAM and Orchard Elementary.
- Tiered Rewards:
 - Guaranteed Prizes: Recognition and Digital Badges
 - Incentive Drawings: Entries to win BOGO Convention registrations, table cloths, or cash checks.
- Two Paths to Winning: Automatic (Report-based) vs. Application (Story-based).

The Awards Roadmap: The "Gold Standard" Checklist

- Treasurer Coordination: Memberships must be entered and paid by the 25th of each month.
- The "Success Folder": Document your flyers, social media posts, and "wacky" incentives as they happen.
- Application Accuracy: Read the criteria early to ensure you aren't missing a small requirement.
- Resource: Visit utahpta.org/membership-awards for the full details and deadline list.

Case Studies in Excellence: Magna Steam Elementary PTA

The Why: Rebuilding school identity and community connection after a 90% staff turnover and curriculum shift.

What Worked:

- **Membership Madness:** A bracket-style class competition featuring "Principal Basketball" as the grand prize.
- **The Power of the Personal Ask:** One teacher gained 18 members just by individually inviting her classroom parents.
- **Targeted Incentives:** High-value, "first-come" Book Fair credits to drive urgency.

The "Pivot": Chaotic event booths. Switched from "giveaway for everyone" to simple, single-purpose recruitment tables.

The Award Tip: Focus on "Micro-Goals." Run smaller, frequent drives throughout the year and save every Canva flyer in one folder.

Case Studies in Excellence: Magna Steam Elementary PTA



PTA NEWSLETTER

MAGNA STEAM ACADEMY

NOVEMBER

UPCOMING EVENTS

NIGHT AT HOLIDAY

MAGNA STEAM ACADEMY

▶ WHEN: Wednesday, November 19th, 3PM-6PM

▶ WHERE: Store #44, 3592 S. 8400 W, Magna, UT 84044

▶ WHAT: Use Phone Number: (385) 441-9188 at the pump and in-store to support the school and like of in-store purchases and 10 cents on every gallon of fuel, will go to the school

Sponsored by Holiday

Magna STEAM Academy

FREE FAMILY SKATE NIGHT!

Wed. Nov. 19th
5-8:30p.m.

SKATING ADMISSION INCLUDED FREE!

(Roller skate, Rollerblade and Scooter Rentals Only...\$3.00)
OR just bring your own from home!

School Spirit Night!!
Wear Your School Shirts
or Blue & Yellow

Sponsored by the Magna STEAM Acad. PTA
9131 S. 255 W. SANDY, UTAH - WWW.CLASSICFUNCENTER.COM - 801-561-1791

UPGRADE TO UNLIMITED ACTIVITIES FOR \$10

BOUNCE WORLD STREET LANE/ST. WILSON	THE JUNGLE ST. WILSON/ST. WILSON
BLAST ZONE ST. WILSON/ST. WILSON	ZOMBIE SURVIVAL ST. WILSON/ST. WILSON

PTA FAQ

- Do I have to volunteer if I join the PTA?**
A. No. Volunteering is appreciated but not required. We understand that parents work. Your membership dues support programs and strengthen the PTA's voice in advocating for children's legislation.
- Do I have to attend PTA meetings?**
A. No. But we encourage members to attend the meetings in which we vote on important matters. These meetings will be announced ahead of time.
- Are there any incentives to join?**
A. Yes. Everyone that joins gets a \$5 book fair credit to use in February.
- When/Where does the PTA meet?**
A. We meet on the first Tuesday of every month. 4:30-5:30pm in the middle rel.

Full Steam Ahead!

We're gaining speed! Help keep the momentum going - invite a friend to join.

It can be a Grandparent, Aunt, Uncle, Neighbor, Friend

Join now for only \$8

PTA 2025-2026

Magna STEAM Academy PTA

REFLECTIONS UPDATE

Awards of Excellence, moving on to the next round

2D Visual Arts-
Wyatt, preschool
Amara, 1st grade
Maggie, 3rd grade
Lydia, 5th grade

3D Visual Arts-
Hannah, 2nd grade
Maggie, 3rd grade
Maya, 4th grade

Photography-
Maggie, 3rd grade

Participation Award

Film Production-
Burkleigh, Kindergarten



Case Studies in Excellence: Orchard Elementary PTA

The Why: Aiming to transform a 48-member group into a truly representative "voice" for a community of 600 students.

What Worked:

- **Tactical Accessibility:** Switched to a high-intensity, 4-day drive using bilingual "Blue Flyers" and accepted cash/checks to remove all barriers.
- **Student-Led Advocacy:** Gave every student a prize for returning a flyer, ensuring the invitation reached the "kitchen table".
- **Relentless Follow-up:** Reached 100% teacher participation through personal, in-person "asks" from board members.

The "Pivot": An "online-only" digital campaign at a chaotic Back-to-School Night resulted in only 15 new members.

Award Tip: Don't just show success—show the course correction. Documenting how you analyzed a "flop" and pivoted proves a deliberate, data-driven strategy.

Case Studies in Excellence: Orchard Elementary PTA

Join Orchard Families & Teachers in Supporting our Kids
Orchard PTA Membership Drive
DADS AND SPANISH SPEAKERS, WE WANT YOU TOO!

Kids get a prize! No volunteering required!
Your \$10 membership supports:

- Reflections Arts program
- School-Wide Service Projects
- Folklorico Dance Club
- Missoula Children's Theatre
- Culture Week
- Battle of the Books
- After School Clubs
- Teacher Appreciation & Grants
- And so much more!

Each child that receives this form in volunteer's in-home of the school between 7:30-10:30am by October 1st will receive a treat (treat membership not required)

This form is for: **Student First & Last Name** _____ **Grade** _____ **Teacher** _____

Membership Info

I joined online (preferred). Scan QR code to submit payment and member info.

I'm joining with cash or check (make out to Orchard Elementary PTA). Have children at Orchard PTA.

I'm joining with cash or check (make out to Orchard Elementary PTA). My \$10 payment is enclosed.

Adult Full Name: _____
Email: _____
Phone: _____

I'm not interested in joining at this time.
Adult Initials: _____

Únase a las Familias y Maestros de Orchard para Apoyar a nuestros Niños



¡Sra. Guastavino se unió al PTA de Orchard!
¿Y tú?

CUANDO LAS FAMILIAS HISPANOHABLANTE PARTICIPAN, LA ESCUELA SE FORTALECE Y LOS ESTUDIANTES SE BENEFICIAN.
- Junta de Educación del Estado de Utah

Escanea para unirte Orchard PTA  Escanea para unirte Orchard PTA

Join Orchard Families & Teachers in Supporting our Kids



Mrs. Jones joined Orchard PTA!
Have you?

PARENT INVOLVEMENT = BETTER BEHAVIOR AT SCHOOL.
- Utah State Board of Education

Scan to join Orchard PTA  Scan to join Orchard PTA



The Leadership Roundtable (Q&A)

- Questions for Andrea, Magna STEAM, or Orchard Elementary.
- The "Monday Morning" Action Item: What is the one thing you will do differently after this class?
- Continued Support:
 - Andrea Hinton: andrea@utahpta.org
 - Utah PTA Membership Page: utahpta.org/membership

The Awards: Access the application criteria at utahpta.org/membership-awards.

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
- Utah PTA Battle of the Bands

Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



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