

Student Membership Tips

Outreach is vital to any group's success. Make sure to spend some time with your PTSA officer board to brainstorm new ways to attract new members. Below are five tips on how you can most effectively grow your membership:

1. Incentivize your meetings!

- Bring food to your meeting.
- Bring in outside organizations to speak to your group about a project.
- Schedule icebreakers at the beginning of your meetings.

2. Personal Invitations.

- Make personal invitations to your meetings to hand out to other students at your school.
- Make sure the invitations include meeting time and date and what PTSA is/does.

3. Target the youngest grade!

- Make it a goal to reach out to incoming students.
- New students want to be involved, so making them aware of how amazing PTSA is will hopefully encourage them to join.

4. Bring a Buddy campaign.

- Have each member bring a friend to a meeting.
- Each member who brings a buddy gets a prize.

5. Announce PTSA to your school.

- Work with faculty to schedule a time that you can speak for morning announcements.
- Talk to faculty about allowing time for you to give a brief description during an assembly on what PTSA is, or provide a major accomplishment that your group has been able to do.

Establishing strong connections with faculty and other leadership clubs in your school is also important for the success of your PTSA. Whether it is foreign language club, student council or the journalism department, club connections matter. The more people involved in a project, the more impact the project makes. Need advertising support for a PTSA project? Partner with your media department to film a video announcement or write a story for your school's newspaper. Looking to increase school involvement? Student council can be your cheerleader. School faculty also can make announcements before classes and provide valuable advice.