

## Launching a Successful Membership Campaign

### Parents

- Table set up at Fact & Fee nights/Back-to-School events
- Have displays highlighting events PTA sponsors throughout the year
- Give the membership campaign as much or more focus & hype as a fundraiser.
- Keep progress “thermometers” displayed around school and update progress regularly; give updates on announcements, phone blasts, social media
- Don’t forget Grandparents and caregivers!

### Faculty

- Meet with your principal to ask for their support – joining PTA can be an expectation of all staff
- Offer incentives for teachers to join – drawings for gift cards, FOOD – breakfast or lunch to celebrate 100%
- Have an “I Joined!” sign over teacher’s door
- Offer support throughout the year: teacher grants, snacks for faculty meetings

### Community Members

- Welcome local business partners to special events (lunches, concerts, plays, etc.) and ASK them to join
- Remember to include your School Board Trustees and local elected officials
- Local Homeowner’s Associations or community centers can be good places to recruit additional members
- Ask neighborhood places of worship
- Ask After school programs
- Any artists-in-residence or guest speakers – ASK them to join or present them with gift memberships.
- Neighborhood doctors, dentists, orthodontists can be business partners AND PTA members – don’t forget to ask!

## **Incentive Ideas**

- **Free Kona Ice at Fact & Fee for membership**
- **Coupons to local restaurants or points of interest for members**
- **Class competitions with prizes for first to 100% (special lunch setting or lunch with Principal, frozen yogurt party, extra recess)**
- **Boys vs. Girls competition**
- **Entry to dances with paid membership**
- **Discount at school store with membership**
- **Drawings at PTA meetings (spirit wear, yearbooks, front row seating or reserved parking for concerts)**
- **For high school senior who join, one extra ticket to graduation exercise**