



## *Steps to a Successful Membership Year*

1. **PLAN AHEAD** – Membership conversations should be happening now. You should be forming your committee (it's too big of a job for one person) and starting to formulate your plans for the coming year. Your Plan of Work should include plans for the entire school year with several specific drives. Please remember that membership is a continuous activity and not something that should simply stop after that fall push.
2. **COMMUNICATE WITH YOUR FAMILIES** - Work with your Presidents in the summer to formulate a letter to the parents and teachers stating the purpose of PTA, the goals for the coming school year, and how PTA funds were spent previously on enriching and educational programs. Often times, schools will have a theme for the year they might introduce here and you can tie your membership drive into this theme. If you communicate clearly with your families, then you are giving them a reason to join. Let them know that joining PTA is a relatively inexpensive way to make an impact on the well-being of children when their voice is added to the voices of others as we advocate and speak out. This communication needs to continue through the year. Mention membership in your e-blasts, school/PTA newsletters, and on web pages. Membership forms can be posted on your school and/or PTA websites also. Consider your demographics at your school and if you need information translated into another language. Resources are available through Council and the school district to translate forms into other languages.
3. **PRESENCE AT ALL EVENTS** –It's important to not only have a Membership table at Meet and Greet, but also at concerts, school events, family fun fairs, etc. throughout the year. This is where a committee is helpful so one person is not shouldering the burden of being at every event. PTA should be in visible areas and the volunteers at the tables should not be afraid to reach out and talk to people. In the middle and high schools, think about approaching clubs and groups through meetings and planned activities.
4. **REMEMBER THE STUDENTS** – Students can join the PTA and they can participate in the decisions that affect their activities at school. This is important to remember, especially as students get older. They want to be empowered and what better way than to join the PTA and advocate for themselves? Just like you give families a reason to join, give the students a reason. Invite them to participate in a committee or volunteer at an event. This is their school!!
5. **THINK OUTSIDE THE SCHOOL** – PTA members do not have to be just the families and students of the schools. The members of the communities can be some of the biggest supporters and greatest advocates for our children! You should have one or two members of your committee focused on business members. Your Partners in Education should be approached for at least two memberships each.

6. **USE THE TOOLS YOU'VE BEEN GIVEN** – Your local Council, State and National PTAs provide you with “Membership Benefits”. Use these benefits! Highlight one a month in your newsletter, post on your websites, and send home flyers. Beyond that you have access to the Membership Guide on Georgia PTA’s website and additional Membership guidance on the National PTA website. Your ECCC Membership Chair is always available through email or a simple phone call if you need guidance, support or help.
  
7. **HAVE FUN** – Be creative in your membership drives! Membership is serious business, but that doesn’t mean you should not make it enjoyable for the families, students and businesses. You often set the tone at the first event or two, so set a tone of positive communication, openness and happiness. In your middle and high schools, have a competition between the clubs or homeroom classes for memberships. Work with your administration for creative prizes, i.e. free sit at lunch, a slushy at concessions at the next school event, free ticket to the school dance. In an elementary school, there can be a friendly competition between classes for a grand prize, i.e. sno cones, movies, extra recess time, the principal (or a zany teacher) agree to a challenge – e.g., dye hair blue if a certain number of memberships are sold.