



Membership Development Strategy Ideas

GENERAL MEMBERSHIP

- **Welcome All Families And School Community Members!**
Have a PTA table for member sign-up, actively greet parents and family members, and speak at school events -- to welcome family engagement, to share how your PTA supports the students and school, and to invite all families and school community members to join PTA and become involved.
- **Communicate News Of How Your PTA Supports Your School!** Do this with banners, signs and other notifications stating that "This is a PTA Sponsored Event" and by sharing news of contributions your PTA makes to your school in emails, newsletters, websites, flyers and social media. With this news, include an invitation to be a PTA member and a link or other direction on how to join.
- **Communicate How To Be A PTA Member.** Ask if PTA membership information can be available in the front office and sent home with new student packets. Include PTA membership information, as well as PTA contributions and programs in PTA newsletters, emails, web sites, at school events and in social media.
- **Offer Special PTA Member Opportunities – Always Work with the School Administration on These and Other PTA Membership Efforts**
 - Pick names out of a hat that holds PTA member names for select parking spaces or preferred seating at a popular PTA school event.

- Include free tickets with a PTA membership for students to attend a PTA sponsored event -- i.e. a school dance, festival or concert.
- Offer pizza parties, \$25 gift certificates, jean days or other prizes to teachers whose classes attain the most new members.
- Combine a membership drive with a favorite PTA event -- a school festival, pajama night with bedtime stories at the library, movie night, math games night, school dances....
- **Share the Following Benefits with PTA Members:**
 - The ECCC PTA Membership Benefits Flyer has 5 pages of East Cobb business discounts for PTA members. Find it on the ECCC PTA Membership web page [here](#).
 - Information about the ECCC PTA Business Partners of the Week, including the special values they offer PTA members, can be found [here](#) and in the ECCC PTA Weekly News. Add those to your weekly newsletters.
 - Remember that the GA PTA has membership benefits -- including the Atlanta Zoo, Chattahoochee Nature Center and Alliance Theater [here](#).
 - Also, through the National PTA, members can save money on everyday purchases thanks to the [National PTA's Member Benefits Provider Program](#).
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- See the [9th District PTA Membership Toolkit](#) for more innovative membership ideas

COMMUNITY PARTNERS MEMBERSHIP

Community Partners include business partners, police/fire department members, board of education members, senior citizens, chamber of commerce members, nurses, doctors, community organizations and institutions, etc. Local units will need to issue a membership card to one or more persons affiliated with the business.

- **Invite School Business Partners To Become Members** -- these can include those that provide sponsorship for events, who are vendors at or who have booths at school festivals, who provide fundraising opportunities, who offer after-school programs, etc. (For any designated school partners and after school programs; please check PTA membership outreach with school principal).
- **Invite Parents Who Are Owners Of Businesses To Have Their Business Join The PTA.**
- **If Your PTA Budget Is Sufficient, And Your PTA Executive Committee And Board Are Supportive, It Is Possible To "Gift" PTA Memberships To Community Partners** that support your school, such as not-for-profit groups, senior citizens, Board of Education members, police/fire department members, school safety officers, other community organizations....

OAK TREE MEMBERSHIP

OAK TREE Membership -- This is to encourage 100% staff membership. All staff includes administrators, teachers, clerical staff, custodians, counselors, cafeteria workers, and social workers.

Work With Administration On Incentives For The Staff; (E.G., Jean's Day, Extra Planning Time).

- Request donations (gift cards/certificates or goods) from local businesses and conduct drawing for all who join the PTA by a certain date.
- Provide breakfast treats or lunch to ALL employees, not just teachers, if goal reached.
- Ask admin, teachers, and parents if they would be willing to purchase an additional membership as a gift for other employees (e.g., custodian or cafeteria employees).

Special thanks to the 9th District PTA and ECCC PTA leaders for their ideas for this list, as well as the 9th District PTA Membership Toolkit and Newsletters