

DEVELOPING A MEMBERSHIP PLAN

The more people who join, the more your PTA can do for students and your school! Think of membership recruiting as a year-round activity; continuously ask individuals to join. An active, creative membership campaign is a fun and effective way to keep current members interested and recruit new members. Developing a membership campaign not only helps create public awareness about PTA programs and activities, but also allows members to show their support for PTA by participating in membership recruitment. Through a creative campaign you can show prospective members why they should join PTA. The first step for a successful campaign is planning.

*For recruiting tips and “10 Ways to Involve Men in PTA”, see the “Membership Development” section of the *Annual Resources for PTAs* on CD-ROM.

Membership tips

- Select a membership committee chair and members. These members do not need to be members of the PTA Board.
- Determine the goals and scope of the campaign. Do you have a percentage increase for a goal, e.g., 10 percent growth in membership?
- Decide whom you want to reach. Be sure to include diversity in your efforts. Set goals in each category.
- Plan how you will reach out and invite people to join – personal contact, telephone calls, newsletters, e-mails, etc.
- Update a list of your PTA’s activities and accomplishments during the last year or two and share with prospective members.
- Arrange a membership kick-off event. Establish a timeline and coordinate all campaign activities to involve the entire membership.
- Coordinate your public relations activities with the membership campaign. Timing is everything. Plan ahead to publicize your campaign.
- Evaluate your progress and publicize results. Volunteers are motivated by results.