

# MCCPTA Best Practices and Membership Recruitment Ideas

Ideas from Middle School PTSA President:

- Include a membership form in the August mailer
- Translate form into Spanish on the reverse side
- Free school directory included with Membership (Fee charged would include dues and printing costs. Student and staff fee \$5.00, parent fee \$9.00)
- Membership includes free admission to the fall dance (therefore it pays for itself and they have their own Directory!)
- Staff Membership forms in staff mailboxes on their first day back.
- Manned Membership Table at Back to School Night (BTSN) to join and p/o directories
- Forms in school office
- President encourages membership when addressing staff at August breakfast
- President encourages membership at BTSN
- Two seasoned Membership Co-Chairs

Delegate from an ES and MS:

- Use good PR skills. Individually talk to parents and ask them to join. Parents will join when directly suggested or if there's a cause they see it will directly impact.
- Having forms available at every turn is also important- sent in backpacks, summer mailings, at back to school night, summer parent meetings.

MS Membership co-chair:

- At one time or another we have given incentives to classes with the most sign ups.

Cluster Coordinator ideas:

- Keep a table with the president and other key members at the front door as people walk into Back to School Night.
- It seems flyers don't always reach everyone-so much comes into the backpacks the first couple of weeks and it's overwhelming. So, talking to parents at pick up and drop off or other ways that are more personal will probably help even more.
- At kindergarten orientation in the spring, have PTA reps available to talk to new families and have them complete a form to consent to share phone and address information. The information can be shared with kindergarten parents before the directory comes out-great for early birthday parties and play dates. This is a great way to reach out to new families-they immediately appreciate and can see the benefits of the PTA.

M.S. P.T.S.A. President:

- We have given the student directory to anyone who pays their membership dues. This has been especially helpful in recruiting student members of the PTSA.

- We actively recruit the parents at Back To School Open Houses and BTSN as well as in our summer packet.
- We also raffle off small prizes for the teachers, each one that joins the PTSA has a chance at a small gift.

#### Elementary School ideas:

- On back to school night we have a checklist of things to do before leaving for the night. On the list is sign up for the PTA! It has added a few people to membership but mainly it gets people to sign up on one night with less begging.

#### Cluster Coordinator ideas:

- One successful membership suggestion I have is to offer teachers/staff a discounted price the first 2 weeks of the school year. This REALLY helps light the fire under the teachers and gets them to sign up early in the school year.

#### From Other Local Sources:

- Hang a poster in staff lounge with name and/or picture of each staff member who joined thanking them.
- Place treats in mailboxes for staff that joined (beginning of year and/or holiday time.)
- Print names in newsletter for all who joined.
- Send membership forms home to parents who have not joined with their name on the form.
- Have parents stand at BTSN if they have:
  1. donated time to the school
  2. helped with a school function
  3. volunteered in the classroom, etc.
  4. and then finally, if they have joined the PTA.
- Request that the principal ask parents to join the PTA at BTSN.
- Request that the principal ask staff to join PTA at staff meeting.
- Give a Nano to the 500<sup>th</sup> person who joins PTA.
- Offer a giveaway such as a balloon, sticker or bookmark at open house for PTA members. Those with children asking if they can get one can sign up for membership right then and there.

If you have other ideas, or questions, please contact:

Susan Stavenhagen  
 MCCPTA Membership Chair  
 s.stavenbury@comcast.net