Membership Workshop
Summer Leadership Academy
2015
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Getting To Know You

How many of you are Membership Chairs?

How many are attending the first time to SLA?

How many are attending their first PTA training?
PTA NUTS AND BOLTS:
Membership Basics
Have You Heard of PTAkit.org?

PTAkit.org has a Membership quick reference guide.

It will discuss the values of PTA, give an overview, discuss the benefits of joining, and offer tips on overcoming objectives.

PTAkit.org will explain membership roles and duties and how to report your membership dues.

It also offers Membership planning for recruitment & retention.

There are even resources for membership engagement.
Welcome to the Membership Quick Reference Guide

Today’s PTA is dedicated to empowering parents to make a difference in the education, health, and safety of America’s children. This guide shares tips to increase unit membership, including tracking and retaining members, bolstering diversity and inclusiveness, and marketing PTA membership.

PTA Value

Everything you need to know to communicate the value of belonging to your PTA unit so growing membership is easy and fun.

Roles and Duties

With the right team in place, everything runs smoothly. Learn the best ways to clarify everyone’s role and help your unit work together for the children.
Where Can I Get Training?

- Your unit’s Membership Chair or President
- Your Region’s Membership Chair
- Your Region’s SLA
- At NYSPTA’s SLC
- NYSPTA Membership Team
- National PTA e-Learning and PTAkit.org
Demographics

What kind of community is your school in?

What grade levels are in your school?

Why did you join PTA?
OVERCOMING

BARRIERS
Here are some suggestions...
A simple thank you can go along way. Send thank you letters with orientation information. Include a questionnaire asking the new members feelings on programs and activities. Host a member appreciation event at least once. Don’t forget about teachers and to focus recruitment efforts specifically to men as well. Put PTA stickers on teachers’ mailbox. Hang a banner outside of the school with #yourptaname. Approach community businesses to sponsor memberships.

Offer contests with awards for most memberships gained. Have a first-to-solve contest among members where they get another clue at each meeting. Get a PTA float in your community’s parade. Be where your members are. Keep memberships a main focus of your meetings. Make room in the budget for membership recruitment/retention. Embrace diversity and make efforts to increase cultural competency. Offer all forms and letters in Spanish. Treat all members with respect.
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THANK YOU