

DIY GUIDE

Design Your PTA/PTSA Membership P.L.A.N.

**National
PTA**
everychild.one voice.®



Picture.
Listen.
Ask.
Nurture.



IN FOUR EASY STEPS!

INVEST



FOR YOUR CHILD

JOIN



FOR YOUR CHILD

ADVOCATE



FOR YOUR CHILD

ENGAGE



FOR YOUR CHILD

PTA FOR YOUR CHILD

CHAMPION



FOR YOUR CHILD

ACT



FOR YOUR CHILD

PTA Mission

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

VOLUNTEER



FOR YOUR CHILD

GUIDE



FOR YOUR CHILD

PROTECT



FOR YOUR CHILD

CONNECT



FOR YOUR CHILD



DIY GUIDE

Designing Your PTA/PTSA Membership Plan is as Easy as P.L.A.N.

STEP 1. PICTURE ways to reach and attract possible PTA/PTSA members.

STEP 2. LISTEN to what matters most to them and align your PTA's efforts.

STEP 3. ASK possible members to join PTA by sharing PTA's focus on what matters most to them.

STEP 4. NURTURE relationships year-round by communicating the impact your PTA/PTSA is making for your students, school and community.

Let's Get Started!

Share this guide with your PTA/PTSA Board to launch a "DIY" conversation about your PTA/PTSA Membership P.L.A.N. Welcome all the unique ideas and skills around the table. Every PTA/PTSA board member can leverage their own relationships to recruit members—but they will be more enthusiastic about the plan if they helped to design it!



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STEP 1. PICTURE Who, Where and How

Begin by picturing who your members are, where you can connect with them and how you can renew and attract more than ever.

Who are possible members?	Where can you reach them?	How can you renew and attract more?
<input type="checkbox"/> Prior PTA/PTSA Members <input type="checkbox"/> Parents & caregivers <input type="checkbox"/> School staff (teachers & administrators) <input type="checkbox"/> Students <input type="checkbox"/> Grandparents, aunts, uncles <input type="checkbox"/> Community leaders <input type="checkbox"/> Local businesses	<input type="checkbox"/> Email, phone, text <input type="checkbox"/> Backpack flier & form <input type="checkbox"/> Social media <input type="checkbox"/> E-newsletters (PTA, School & Homeroom) <input type="checkbox"/> Morning announcements <input type="checkbox"/> New family events (i.e., orientation, play dates) <input type="checkbox"/> Back to school events	<input type="checkbox"/> Email previous members with easy renewal process <input type="checkbox"/> Have a low- or no-cost incentive for membership <input type="checkbox"/> Offer discounts to school pride gear or events <input type="checkbox"/> Partner with a restaurant or store to give discounts <input type="checkbox"/> Promote National PTA/State PTA member incentives <input type="checkbox"/> Ask the principal to encourage school staff <input type="checkbox"/> Create or use an online membership form <input type="checkbox"/> Encourage each board member to recruit five new members and renew five previous members <input type="checkbox"/> Share PTA's success/accomplishments
DIY BRAINSTORM: Who else?	DIY BRAINSTORM: Where else?	DIY BRAINSTORM: How else?



Now set a membership goal. Consider ...

- ▶ Percentage or numeric increase to prior year's membership number
- ▶ A percentage of the estimated people plotted above
- ▶ A percentage of your student population represented by PTA/PTSA members
- ▶ 100% of school staff (always a good goal to have!)



Once you set your goal, promote it! Customize the DIY-Membership Goal Poster in this kit and hang it in a high-traffic location. Celebrate your progress toward your membership goal—recognition of who has joined will help to attract even more support!

STEP 2. LISTEN to Find Out What Matters Most to Parents, Students and School Staff

Now let's talk about what matters most to your possible members. Their feedback will inform your PTA/PTSA priorities, as well as reveal some unifying messages—or the reasons why it is important to support PTA.

How will you listen? Consider...

- Surveys of parents, teachers and students
- Forum with school staff
- Social media polls
- PTA Chats hosted by PTA/PTSA board members to attract people in different neighborhoods
- Playdates or back-to school events
- Personal outreach (each board member pledges to get input from five different people)
- Hosting virtual town halls/focus groups to discuss pressing issues.

DIY BRAINSTORM: How will we listen?

What will you ask? Consider...

- What would you like PTA to focus on this year in support of student success?
- What could PTA do to support the school improvements plan?
- What makes you proudest of our school community?
- What concerns you most?
- How can PTA support keeping students that are returning to schools safe?
- What are the needs of families and students during an emergency (i.e., pandemic, natural disaster, etc.)

DIY BRAINSTORM: What will we ask?

How will your PTA/PTSA respond to and align your priorities? Consider...

- PTA calendar
- Meeting time and format
- Programs and clubs
- School improvements
- Fundraising

DIY BRAINSTORM: How will we respond and align?



Visit **PTAKit.org**
for listening tools.

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STEP 3. ASK Others to Join PTA by Sharing a Unifying Message

Your listening campaign may result in a shift of priorities or PTA calendar. But it will also reveal [unifying messages](#) that demonstrate PTA is focused on what matters most to families, teachers and students.

DIY BRAINSTORM: What's Your Unifying Message?

After you've collected feedback and aligned your PTA/PTSA efforts, decide what messaging matters most to possible members.

This year our PTA/PTSA will focus on:

Your support as a member will help PTA/PTSA to:

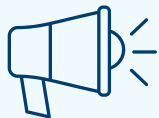
Membership Form

Customize membership tools [here](#). You can edit images, membership options, contact info and messaging.

Unifying Message Examples

This year, our PTA will focus on a mix of programs, clubs, and school improvement projects that encourage healthy lifestyles and reinforce the school's character education program.

Your support as a member will help PTA to enhance recess with fun, positive games; host PTA gardening and running clubs; and collaborate with the school on a healthy cafeteria makeover.



Now share these messages everywhere! When possible, demonstrate you listened:

- ▶ "PTA heard from many families and teachers that...so we..."
- ▶ "PTA is aligning our efforts to what families and teachers said mattered most to them..."
- ▶ "We know from our surveys that parents, students and teachers care most about...so PTA..."

Practice asking someone to join PTA. Ask in your own way using the unifying messages above. Prepare for possible "NOs" and be ready to respond. Turn a quick "NO" into a smile and a YES.

DIY BRAINSTORM: How will you transform a NO into a YES?

Objections	How will you respond?
"I don't have time."	"That's ok. No volunteer time is necessary to be a PTA member. When you support PTA by becoming a member, your membership dues are helping us to...[insert unifying messages]."
"I don't like to fundraise."	"That's ok. No fundraising is necessary to be a PTA member. When you support PTA by becoming a member, your membership dues are helping us to...[insert unifying messages]."
"My wife joined."	"That's awesome! Both parents are encouraged to join PTA because we know you care as much as your wife about investing in student success and school improvements. Your support as a member helps PTA to... [insert unifying messages]."
What other ways do you hear "NO?"	How will your PTA/PTSA board transform this "NO" into a "YES!"

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STEP 4. NURTURE Your Members Year-Round

The easiest way to grow membership is to retain your members from year to year. How do you do that? By focusing on what matters to your community and communicating your impact.



Here are some tips:

- ▶ **Be transparent with your budget and spending.** Members want to know how money is allocated, handled, raised and spent.
- ▶ **Incorporate PTA logos** into every promotion of a PTA event, club or activity. Add a label, sticker or signage to any PTA donation (see suite of visuals of the [National PTA Membership Marketing Campaign](#)).
- ▶ **Use social media and brief, weekly or monthly e-newsletters** to visually show the PTA's continuous impact—a stack of new books PTA donated to a classroom, parents volunteering during recess, a gardening club harvesting the fruits of their labor, a teacher sporting his PTA-provided school pride. If PTA did it—PTA members should know it.
- ▶ **Welcome all families to PTA/PTSA** and value their unique perspectives, skills, talents and concerns.
- ▶ **Respect time** by giving specific volunteer responsibilities, hosting organized events and balancing your own PTA/PTSA volunteer time with family fun at PTA events!
- ▶ **Show you care** by continuing to ask for feedback and aligning your efforts.
- ▶ **Share** your success and celebrate!

DIY BRAINSTORM: How will we nurture PTA/PTSA members throughout the year?



Remember your **P.L.A.N.**
Picture. Listen. Ask. Nurture.

Visit **PTAKit.org**
for more PTA leader
tips and tools!

