

A silhouette of a cowboy riding a horse, holding a lasso aloft, against a dramatic sunset sky with orange and yellow clouds. The scene is set on a grassy hill.

# FIRST DISTRICT PTA

## 2016-2017 Membership Marketing Strategies

- ✓ **Target audiences for Varied Messages:**
  - ❖ **Teachers, Administrators, Parents, Families, Siblings, Males, Local Businesses, School Board**
- ✓ **Diverse Populations & Inclusiveness**
  - ❖ **Each group could need a different approach**