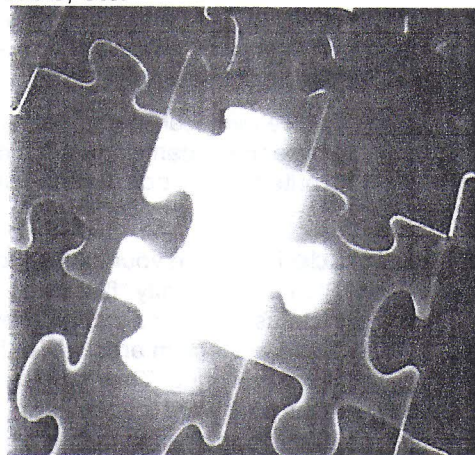


Membership ideas and tips

*Great ideas and best practices from previous
Idea Exchange workshops & The Communicator articles*

Membership themes - Having a theme generates interest and enthusiasm

- PTA - Building Community Unity
- PTA - Connected for Kids!
- Deal the kids a winning hand, can we deal you in?, Our PTA is ACES "Advocate – Communicate - Educate - Support" – using a card playing theme
- Building Connections – use cell phones, i-pods, computers, even Legos and handshakes.
- Building Up With PTA – use bricks and other construction objects as graphics
- Mission Possible – spy gadgets, file folders, magnifying glass
- Ride the Wave of Success OR Catch the Wave – water or beach theme
- Fishing for Members - use fish tank or aquarium as a prize for a winning class
- PTA - The Passport to Fun! – travel-related; suitcases, planes, trains
- Hop on Board the Membership Train/Bus – each member is added as a passenger
- Come Join Our Crew – pirate theme or car races with crew
- SS Membership OR Keep PTA Afloat OR Sail Away With PTA – As members join, add another passenger to the boat; use pirate theme
- Fuel PTA/Don't Let PTA Programs Run Out of Gas – eco-friendly incentives
- Here We Grow OR Branch Out With PTA – gardens, flowers, trees with leaves for members
- Don't Be the Missing Piece ... Join PTA – puzzle theme
- Members Are an Essential Piece – use puzzle pieces
- Building a Brighter Future – construction theme featuring tools, etc.
- Building Community – use cut-out hands that are joined
- PTA - Working in Harmony – use musical notes or a music scale
- PTA - The Key to Success OR Unlock the Benefits of PTA – keys
- Millie the Millipede – Help make PTA a million voices strong
- Starzy - Hollywood/Oscar campaign OR Be a STAR with PTA – Red carpet for members
- Use school mascot
- Membership mascot – Set a weekly goal and the classroom that meets goal keeps the membership mascot for the week. (One school uses a giant sock monkey).



Tips for promoting membership

- Invite everyone. Students can join any PTA/PTSA, one does not have to be a parent. Encourage signup of extended family members.
- Host a PTA table at every community and school event with brochures and cards so people can join.
- Use a central theme and maintain it/refer to it throughout the year.
- Display membership campaign graphs or charts for school and/or classrooms in highly visible locations so everyone can see membership increase.
- Tie membership drive to spirit day.
- Have parties for 100 percent participation.