**Membership Growth Plan Worksheet**

**Membership Numbers.** For questions 1–4: Compare the current number of members with the previous year’s total to determine whether membership is increasing or decreasing. Then compare the current number of members with the overall number of parents of school-age children in the community to determine the size of the group available for recruitment. Although anyone can join PTA, initially focus efforts on parents, because they are the most likely to join.

|  |  |
| --- | --- |
| **1.** Number of current members  |  |
| **2.** What was the membership growth (+) or loss (-) from the previous year? |  |
| **3.** Number of parents in the school |  |
| **4.** Number of students in the school |  |

**Demographics.** For questions 5–7: Knowing the demographics of potential members can help you define how you will approach them when recruiting. Different groups require different approaches.

**5.** Ethnicity, race, location

The following populations constitute what percentages of your current membership? How do those percentages compare to the percentages in the overall community? Most city or town halls can provide you with the community’s demographic makeup.

|  |  |  |
| --- | --- | --- |
| **Population**  | **Percentage of PTA Membership**  | **Percentage of Community’s Population**  |
| **Asian** |  |  |
| **African American**  |  |  |
| **White** |  |  |
| **Hispanic**  |  |  |
| **American Indian or Alaska Native** |  |  |
| **Native Hawaiian or Other Pacific Islander** |  |  |
| **Other Ethnic/Racial Groups** |  |  |

 **6.** Average family size

1–2 children \_\_\_\_\_\_

3–4 children \_\_\_\_\_\_

5 or more children \_\_\_\_\_\_

**7.** Average age range of parents

18–34 \_\_\_\_\_\_

35–45 \_\_\_\_\_\_

46–55 \_\_\_\_\_\_

56–65 \_\_\_\_\_\_

**Member and School Needs**. For questions 8–16: Identify the needs of the school community and of the groups from which you want to recruit (see the sample membership survey on page 25). Select which issues to address; then begin your planning. Take into consideration the best meeting locations, best times of day, and any special accommodations necessary (babysitting services, translators, wheelchair accessibility, etc.).

Survey results, as well as conversations with your school principal and other administrators, will give you the kind of information you will need to schedule the major activities for the year. Once those activities have been identified and assigned to various committees, the volunteers on those committees can begin to plan events, identifying what funds, time, and personnel they will need.

**8.** Membership survey

What do your members want?
Why did they join?
Are they getting what they expected?

**9.** If membership has declined, what factors may have contributed to the decline? How many students have graduated from elementary school to middle school/junior high to high school? (Parents are less likely to join a PTA when their children are in high school.)

 **10.** Identify competition in the community.

Other general parent groups
Athletic booster clubs
Music (band, choir) booster clubs
Other specialized booster clubs

**11.** What membership or programmatic efforts have been run in the past? Were they successful in recruiting members?