**FRESH IDEAS**

**For Boosting PTA Membership**

**Two-for-One!**

*Instantly* boost your membership by offering creative new membership options that cover more than one person. Make sure your options are structured so hard costs ($5.25/person) are covered.

**Revise Your Membership Form**

Make it fun! Add pictures, graphics, and facts about your PTA’s accomplishments. People want to join an organization that’s *successful* and fun!

**Food!**

Never underestimate the power of *donuts* and other goodies at the membership table! Raffles and other incentives can also draw hungry parents at the end of long meetings!

**Incentives!**

* Parents: car magnets local business discounts
* Teachers: gift card drawing, free period? (If the principal Oks)
* Students: Gift bag, ice cream party, discounted event tickets…and consider adding student members to your board. Students love to hear that we want their input!

**Challenge a nearby PTA**

Pick a school, pick a deadline then think of something really silly (or helpful) for the losing principal to do!

**Grade Challenge**

Kids love bragging rights – and so do adults! Challenge the 6th graders to beat the 8th graders... parents v. staff...and give the winners a pizza party! A big thermometer in the front hall will keep everyone motivated!

**Benefits!**

Do your members know that by joining PTA every members gets benefits?

* $50 FREE copy/print services at Staples, plus free shipping & diagnostics
* $750 toward closing costs + $500 cash back on Quicken home loans
* 50% off Sylvan tutoring assessments
* Hertz car rental – free car seats + ~20% off
* MetLife home/auto insurance discounts
* 15% off + free shipping at Boxed warehouse club
* Discounts on monitoring your teens’ phone… and more

Be specific and spread the word! You can also create local member discounts.

**Membership is NOT volunteering**

Make sure people understand that joining doesn’t mean they have to chair the Book Fair or attend every meeting.

**Target Staff!**

Not just teachers – ALL staff. Ask your principal to visit the first staff meeting during pre-service week. Emphasize how PTA advocacy improves their workplace.

**Make it PERSONAL**

Emails are nice, but most people like the personal touch. Approach parents at school events – or anytime you’re at school. You’re always recruiting! Call last year’s members who haven’t joined to renew. Send hand-signed letters to families who haven’t joined.

**Diversify!**

Recruit ONE diverse member to your PTA then let them make the pitch to recruit more parents from their community.

**Grandparents Day!**

Invite them to visit your school… and join your PTA!

**Target MEN**

Raffle game tickets, tools, jerseys sports bar gift cards at your membership table! Many businesses will donate. Not sure what to pitch – ask your husband, dad, brother or son. Once they’re hooked, be specific about how PTA membership can help them improve their child’s school.

**Plan a Mid-year Membership Campaign**

Membership doesn’t end after Back-to-School Night. Plan a “New Year, New Start” incentive campaign for January. (Remember only paid memberships through March 31 qualify for MCCPTA incentive awards.)

**Plan and Market**

Set a goal. Create a theme specific to your school, and use it at all events.

**Sign Up Online**

Make it easy! Set up online membership through your website/PayPal. Hold your meeting/event in the media center or computer center. Pull up your online membership page on every computer so it’s right in front of parents as they enter.

**Tap Local Businesses**

Ask them to join, or sponsor families that can’t afford to.

**Offer FREE Memberships**

Set aside an amount in your budget to cover a specified number of free memberships for families that can’t afford to join.