**STRATEGIES TO BUILD PTSA MEMBERSHIP**

From 6-10-15 meeting with Paul Geller, MCCPTA VP Programs

With PTSA President Tracie Potts at Banneker MS

**Forget about last year!**

It's done - put it behind. Take a brief look at membership efforts in case there's something to learn from, but don't dwell on it. Onward to next year!

**Survey teachers/staff**

Take a walk-through at the end (preferable) or very beginning of the year and ask staff what they want/need, how we can help.

**Set a membership goal**

Look at last year's membership, your school population and set a realistic goal of where you'd like to be this year.

**Write an engaging summer letter to parents**

Send a letter and membership form in the summer packet. No form letters - make it *personal and fun!* Tell people who you are and why you do PT(S)A. Highlight last year's successes and 3 goals for this year. Emphasize membership for a strong voice for the school. Stay positive. Avoid using the "President" title - consider something more fun, like "Chief Cheerleader."

**Sponsor/co-sponsor a Back to School family potluck**

Set up a PT(S)A table and introduce yourself to as many people as possible! Always tell families you're here for them - contact you if you can help.

**Be present at fall events (Back to School Night, Open House, etc.)**

Set up a PT(S)A table to greet families, answer questions and take memberships!

**Send a mid-fall follow-up letter to non-member families**

Get a student list from school. Eliminate families who've joined. Write an engaging, personal letter emphasizing why members are needed. If you can, write a short personal note on each letter. This can be a massive effort - get help! Have a board letter-writing party. In a large school, start with lower grades (parents who will be there longer). Use backpack delivery.

**Re-evaluate in February - send a final letter to non-members**

Emphasize "no member left behind" due to financial considerations. Decide how many memberships your PT(S)A can absorb.

**Build a TEAM!**

The President/membership chair can't do it all alone. Don't burn yourself out!

**Stay Positive**

At meetings, don't dwell on why people didn't come, what didn't work. Focus on who and what DID!

**Make it FUN!**

For yourself and your volunteers!

**Work with Interests, Strengths & Availability**

Be *very* flexible. If someone has an interest, how can it be used for PT(S)A? If someone has a particular skill or only a certain amount of time, work with that.