

Membership Recruiting At-A-Glance

What Do I Need?

- All of your PTA leaders equipped to recruit members for your PTA!
- Enthusiastic Membership Committee!!
- Membership goals, plans and annual calendar of school events, PTA events and other membership opportunities
- Meeting with the principal and PTA leaders to set goals
- PTA marketing and membership materials
- Contest or friendly competition between grades, teams, faculty departments, etc.

When Do I Promote?

- All Year!!
- Meet the Teacher, School Orientation, Parent/Teacher Conferences, Open House
- Every PTA meeting and event
- All school activities – concerts, carnival, sporting events, career day, talent shows, grade programs

Where Should I Publicize?

- Report membership at every PTA meeting
- Include membership information in each newsletter
- Marquee
- Website
- Social Media
- Local Newspaper
- Community Center, local restaurants
- Chamber of Commerce
- Doctor office reception areas

How Do I Market PTA?

- Promote the value of PTA membership at every event and opportunity
- Social media
- PTA website and school website
- Email to families, teachers, potential partners and community
- Hard copy fliers, letters, dues envelopes, brochures, posters, sample letters, membership forms
- Brag Board – trifold display board with goals, accomplishments, benefits, photos, membership information
- Visuals for display at membership table and around school and in every classroom – posters, theme related items, PTA branded items
- Invite past members to renew their membership
- Welcome new members
- Ensure your PTA meets members' needs
- Invite current PTA members to “renew” membership before membership expires

Basic Membership Information

- Local PTA members are also members of the state and national association and should be reported to Texas PTA within five days of joining
- Total dues amount is the sum of the following:
 - Local PTA dues = Amount per member determined by your PTA's membership and specified in your PTA's bylaws
 - Texas PTA dues = \$2.25 per member
 - National PTA dues = \$2.25 per member
- Texas and National dues (\$4.50 per member) are remitted to Texas PTA with the membership report

Texas PTA
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Texas
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