

2018-2019 Membership Drawings:



Members are the Key

August: *“Back to School” drawing for PTAs/PTSAs sending payment for 100 or more members by August 15th.*

Tip: A growing and engaged membership is the foundation for achieving PTA's mission to ***make every child's potential a reality.***

September: *“Early Bird” drawing for PTAs/PTSAs sending payment for members equal to or greater than the total membership from last year by September 15th*

Tip: Building **relationships** is the key to growing your membership. We often think about membership in terms of tactics - flyers, forms, incentives, benefits. While these can be important, membership growth is driven by people, not paper.

October (Mandatory Membership Payment): *“June Key” drawing for (1) PTAs and (1) PTSAs sending in a mandatory membership payment by October 15th*

Tip: **Welcome** all families and school staff. Show that new faces are welcome by being open to new perspectives and ideas.

November: *“Key to Success” drawing for PTAs/PTSAs with a membership increase over last year by November 15th*

Tip: **Listen** to understand. Ask questions to explore why people feel the way they do. Use tools such as surveys, suggestions boxes (physical or virtual), and social media to better Understand your membership's needs and interests.

December: *Recognizing and Thanking Members*

Tip: A simple **"thank you"** can go a long way. Recognizing your PTA members' contributions to your unit goals is an important part of membership retention. Show them you appreciate their dedication to making every child's potential a reality in your community.

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January: *“Strive for Five” drawing for PTAs/PTSAs with a 5% membership increase over last year number by January 15th*

Tip: Focus on what makes a **meaningful difference**. Emphasize actions that will have the greatest impact on students, teachers and your school — and communicate this focus to your members.

February: *“One to Grow On” drawing for PTAs/PTSAs with an increase over last year by February 15th*

Tip: **Value time**. Make sure parents know that volunteer time is not a requirement of membership. When they do volunteer, make sure time spent on PTA is meaningful. Share your progress often, so parents and teachers see that PTA is a worthwhile cause.

March: *“Reaching High for Kentucky Kids” drawing for PTAs/PTSAs with a 10% membership increase by March 15th*

Tip: **Be flexible**. Show your membership that their leaders can respond to changing circumstances and shifting priorities.

April: *Renewing Members*

Tip: Planning for membership renewals is an important part of achieving annual membership goals. It takes more effort to recruit a new member than it does to keep an existing one, but member engagement and retention is a year-long process.

May: *Recruitment Ideas*

Tip: The best way to recruit members is to talk about PTA. Whenever you can, speak positively about how your PTA is helping students, teachers, and school or community. Let friends know the ways to join (form, online). Make it easy for people to join and support your efforts as members.

THANK YOU FOR EVERYTHING YOU DO TO ENGAGE OUR FAMILIES.....