

## How to Run a January Membership Drive Without Losing Your Vacation

### The First week of December

- Review the goals you set for the membership committee at the beginning of the year.
- Set a new, short-term goal for the January 15<sup>th</sup> deadline for the Strive for Five drawing. (*Strive for Five is an 5% Membership Increase from last year*)
- Gather a group of volunteers that can start working on your goals right away in January

### The Second week of December

- Meet with your committee to discuss your goal and theme
- Discuss who is under-represented in your PTA/PTSA. Fathers? Grandparents? Teachers/Staff? Students? Bilingual families?
- Design a Fresh membership form using your theme. Ex: "New Year... New Opportunities"...

### The Third week of December

- Consider planning an event for early January that will celebrate PTA/PTSA and give an opportunity for recruiting new members. Check your school's calendar and try to make it early in January to give you plenty of time! Think about your goals: If you are trying to recruit more dads, focus our energy on an event that dads would love to attend!
- No time for an event! No worries! Piggyback on an already schedule event. Or skip the event altogether and put your energy into marketing your theme.
- Arrange to have a membership table at the school's January events

### Winter Break

- Enjoy the time with your Family!!!!

### The First week of January

- Send out your spiffy new membership form. Make sure it is everywhere there are potential new members: Website? Newsletter? Main office? Staff lounge? Work room? Teacher's boxes?
- Communicate with your committee and with the Board. Make sure that everyone know your goals and their tasks. During the drive, all chairs and Officers should be well versed in your plan, and can work hard inviting people to join PTA/PTSA- Everyone is on the Membership Committee this month!
- Gather your incoming forms. Enter names into your database.

### The Second week of January:

- Print out and deliver new membership cards to your new members. Add a Thank you note for joining, and a calendar of upcoming events.
- Send the names to your Treasurer and send the membership payment to Kentucky PTA

**Congratulations on a membership drive well done! Publish an article in your newsletter telling the community how your drive went.**