Reaching Different Groups within your Community

Make sure all **potential members** know that becoming a member is not the same as signing up to volunteer. Just by joining, they are supporting the PTA.

Communicate often. Use several different communication methods, such as "backpack" mail if your school allows it, e-mails, a website, Facebook, through the school parent center, newsletters, flyers, and more.

Men

- Create programs and activities that appeal to men.
- Promote male involvement in activities and meetings.
- Ask men to recruit other men.
- Publicize male involvement in your PTA.
- Make sure they know that becoming a member is not the same as signing up to volunteer. Just by joining, they are supporting the PTA.

Businesses

- Think about businesses that may want to support the PTA and school.
- Remind them that they are investing in the future.
- Provide them with the opportunity to share their knowledge, skills, and experience on issues that will benefit children with the community.

Military Families

- Be welcoming to military families that are new to your school and be aware of the special needs they may have.
- Have information on local resources available to help families adjust. Visit pta.org for Military info.

Grandparents and Community Members

- Provide opportunities for grandparents and community members to get involved in the school either during or after school.
- Show respect for their experience and promote activities that use their knowledge and skills.
- Reach grandparents and retired adults through community center bulletin boards, faith groups, list servs and community groups.

Single Parents and/or Working Parents

- Have school aged childcare or a quiet supervised homework spot available during night meetings.
- Provide information and support on after-school and enrichment programs and connections to community groups that provide resources.
- Have meetings and activities at times and locations that single parents can easily attend.
- If an evening event, provide a dinner option for free or at low cost.

Ethnic groups

- Be aware of and sensitive to different customs and work together to incorporate some into your meetings and activities.
- If a different language is spoken, have materials translated and have a translator available at meetings.
- Organize school activities that promote cultural diversity and customs.
- Provide resources and outreach from community support groups.