

Membership!

Presented
By
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Learning Objectives



- **Membership: Why It Matters!**
- **The Value of PTA**
- **Strategies to Grow Membership**
- **Membership Makes a Difference!**

Why Membership is Important



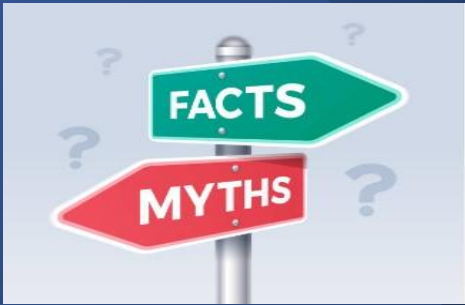
PTA is a membership association. For us to grow, we need to retain, maintain and grow our membership. Membership allows us to bring valuable programs to our schools. It also allows us to train our leaders to advocate at local, county, state, and national levels for all our children!

Showcase the Impact of PTA Membership on Schools and Communities



- **Enhanced Student Achievement**
- **Strengthened School Programs and Activities**
- **Advocacy for Educational Policies**
- **Increased Funding and Resources**
- **Improved Communication and Collaboration**
- **Support for Teachers and Staff**
- **Addressing and Solving Problems**
- **Conclusion**

Myths



Myths and
Misconceptions

- Bake sale moms
- PTA is only for moms
- PTA is just a fundraiser
- They don't need help
- Ask PTA will pay for it

Misconceptions

- Dues are paid once at end of the year.
- My spouse already joined
- We joined our elementary PTA
- Only family members join PTA

MYTH

✘ MYTH

FACT

✔ FACT

Myths and
Misconceptions



Common Misconceptions

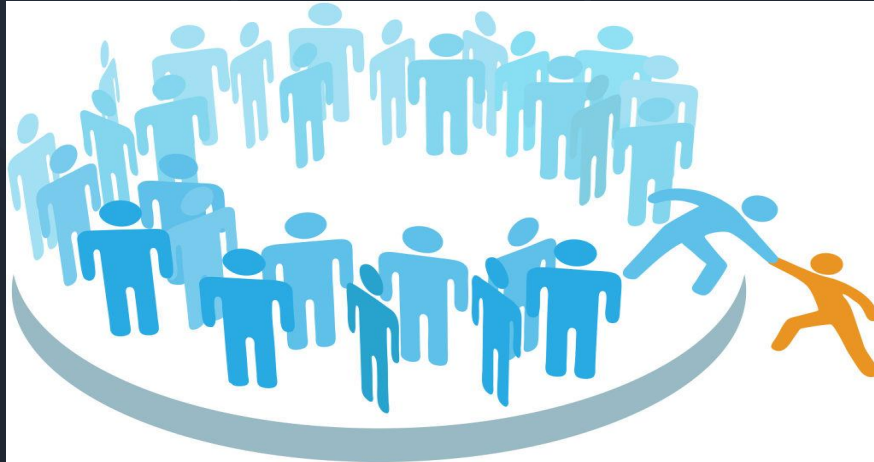
- “When you look at officers, they are caddy”
- “Men do not PTA”
- “They only want money”
- “PTA does not do anything for us”
- “They don’t ask, so they don’t need me”
- “All they do is fundraise”
- “PTA works for the principal and District”

Strategies for Engaging Families in PTA Events

- **Communication and Outreach**
- **Inclusive and Welcoming Environment**
- **Event Planning and Scheduling**
- **Collaborative Planning**
- **Educational and Informative Content**
- **Recognition and Incentives**
- **Partnership with Local Businesses and Community Organizations**
- **Continuous Improvement**



Strategies to Build Memberships



- **LET'S BE G.R.E.A.T.**
- **G - Growth**
- **R - Retention current members**
- **E - Engaging**
- **A - Award**
- **T - Thank**
- **Chartering Season**
- **Transitional Membership**
- **ASK Everyone!**
- **Have a Membership Goal**

More Strategies to Build Membership

ASK! ASK! ASK!

Have your elevator speech ready

Set Goals!

Be Inclusive!

Believe it is possible!

Ensure Every Voice is heard!

Highlight Achievements



Virtual World-Zoom!

Chartering Season!

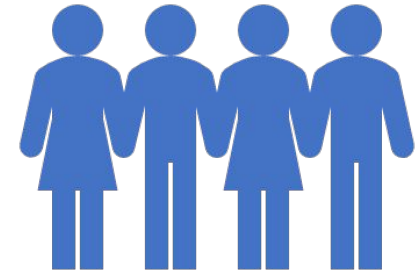
Membership drives!

Reconnect-pick up the phone!



Strategies (continued)

- Membership is year round
- Communicate regularly to ensure inclusion with all in your community
 - Veterans
 - Community Leaders
 - Grandparents
 - School Board and Superintendent
 - Elected Officials
 - Community Business Partners
 - School Resource Officers
 - Include EVERYONE!





Outcomes of Membership

- Make sure membership reflects your community
- The more members, the more powerful voices are to advocate and effect change!
- PTA is a village
- Everything is ready for you - automatic 501 C3, no filing
- Training
- Brand Identification
- Support
- Get connected with your school-there is no better way to become connected with your school!

Outcomes of Membership

It is proven, when parents are engaged in their education, it has a significant positive effect on their children's learning behavior.

When students see parents volunteering for all kids, it teaches them to be better citizens.

Together as PTA, we can make change happen!



How PTA Membership Supports Educational Initiatives



- **Fundraising and Financial Support**
- **Volunteerism and Community Engagement**
- **Advocacy and Policy Influence:**
- **Student Enrichment Activities:**
- **Educational Programs and Resources:**
- **Enhanced Communication and Collaboration:**

Thank Your Community

If you have a Face Book page or website, send out a Thank You Message for providing valuable programs for their child(ren) school. Be inclusive and also send the letter via their children's backpacks in various languages.

Resources

- www.floridapta.org
- www.pta.org
- Recruiting tools
- Region & County Councils
- Florida PTA
- Facebook Local Leaders Group
- Follow other PTAs on social media

Thank You...

Let's keep
in touch!

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