

The logo features the acronym "PTA" in a bold, blue, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the tagline "everychild. one voice." is written in a blue, lowercase, serif font, also followed by a registered trademark symbol (®). The text is centered within a white circular area, which is framed by four dark blue corner pieces, each containing a light blue curved line that suggests a circle's edge.

PTA[®]

everychild. one voice.[®]

Message

The Value of Membership

Goals for today:

- **To learn how to promote PTA value to key stakeholders**
- **To create opportunities to grow the organization and charter new units**



Key Words

One thing you personally value about your PTA membership.

A good story about PTA



What is Value?

Noun

def:

worth, desirability, utility

What if there were no PTA?



Without PTA?

What would be missing?

Regulations?

Laws?

Common practices?



How to Express Value

What do they need to know?
When will they hear it?
How is it conveyed?
Why does it matter?



Who are the customers of PTA?

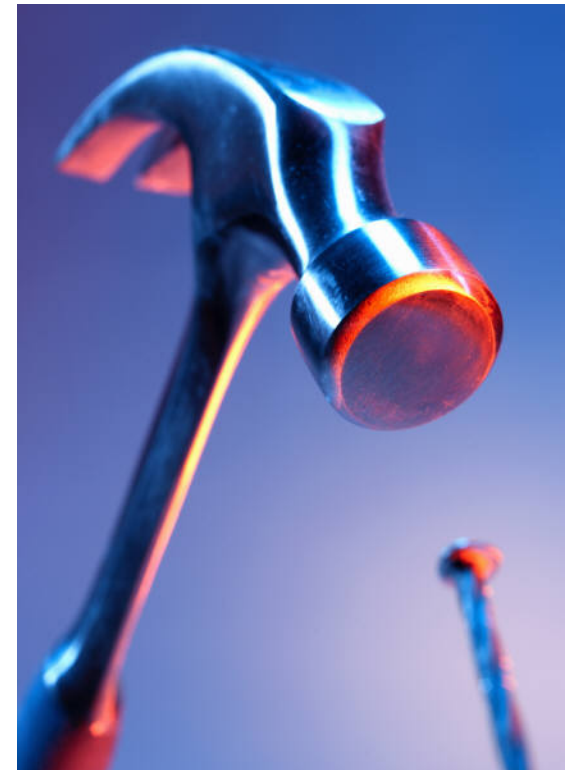
- **Parents & Caregivers**
- **Teachers &
Administrators**
- **Community**
What are they
looking for?



Customers: Teachers & Administrators

What do they need?

- Communication
- Support
- Parent involvement
- Fiscal accountability
- Trained volunteers
- Advocates



Customer: Parents, Guardians, Caregivers

What do they need?

- Support
- An understanding of the school system
- Child development training
- Resources
- Advocacy skills
- Successful schools



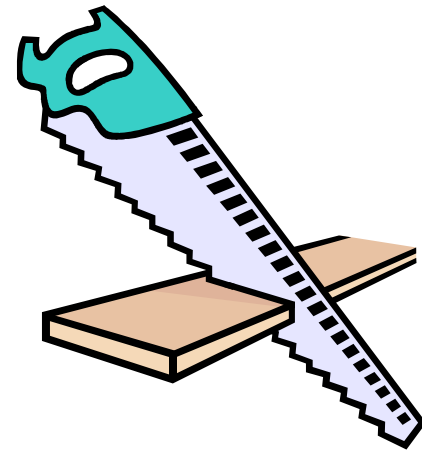
PTA
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Customer: Community Members

What do they need?

- Safe schools
- Cost-effective programs
- Fiscal and socially accountability
- Help meeting their goals
- Tax relief



What you do

Learn about them so your offer is appealing

Connect with them

Follow up, follow up



The Offer

Your name.

One thing you can do for
them through PTA
membership.



Opportunity

A new target (geographic, demographic, potential resource)

One place, person or group you haven't approached



Exercise

Table Teams

**Recorder and Reporter
for next exercise**

Remember – The “offer”



Exercise

Explain the difference between a PTA and a PTOther, what value PTA provides, why dues and members are necessary. Make 3 main points.



Exercise

Audience:

- 1) Local Chamber of Commerce (PTA and non PTA in attendance)**
- 2) Superintendent and principals in non-PTA school district.**
- 3) 200 parents gathered to decide new school parent group composition. Some PTA and some non.**
- 4) A potential revenue source**
- 5) An audience with cultural barriers**



You

What changes did you make in your approach?

Are you confident?

How will you follow up?



Thank You!

www.pta.org

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