



POWER PLAYS FOR MVP PTA MEMBERSHIP TEAM

1. **Pursue Student Membership (*elementary, middle and high school*)**

For example, if 350 students + 350 parents join PTA, you would have 700 members. The funds generated could assist with various programs for students. It is a win-win for all when a PTA reaches out first to the **students** located within the school.

2. **Use Every School Event to Enroll Student Members**

Seek approval from school administrators to use events such as **registrations/orientations, grandparents day, donuts for dad, muffins for mom, father/daughter dances, talent shows, chorus and band concerts, etc., etc. to engage more members.** How about setting up membership tables in area of bus stops on designated days where students can be enrolled? How about enrolling student members when tables are set up to sell tickets to dances, etc.?

3. **Use ALL High School Home Games to Set Up Membership Tables**

Use these games: football, basketball, soccer, baseball, etc. to enroll new members.

4. **Ask All Coaches, Directors and Student Leaders to Join PTA**

This includes football, basketball, baseball, cheerleading, volleyball, band, chorus & orchestra directors, student council officers, etc. for their support in **encouraging students** to join PTA. ***How about local unit PTA providing some type incentive for these membership efforts?***

5. **Host Membership dances and parties**

Use this as an opportunity to enroll student members, as well as any vendors (i.e., dance - DJs, food/beverage providers, etc.). Give discount price to student **if** they become PTA member.

6. **Membership Tables**

Position membership tables in highly visible areas. In addition to those seated at table, designate others to **work the area** in close proximity of the membership tables to **reach out** to the people walking in the vicinity of the tables.

7. **Sign up for Community Alliance Partner Program (“CAP”)***

Local Units, as well as Councils, from around the state are reaping rewards of this exciting new program. It provides benefits that only PTA members can use, which serves to grow membership for councils and local units. Please view CAP presentation and/or sign up for CAP by going to www.gaptaperks.com and click on Local Unit Signup/Login.

***Contacts that can speak with you about program listed on page 2 of this document.**



8. Ask Everyone You Come in Contact With to Join PTA

- Neighbors & co-workers
- Immediate & extended family members; friends
- Hair stylists, nail technicians, restaurant employees
- Vendors utilized by PTA (DJs for dances, vendors, caterers for PTA events, fundraising representatives, spirit wear providers, speakers for PTA events, etc.)

9. Get Rid of the “Membership Lull” in December and January

Many children are out of school for extended periods of time during these months. Begin having dialogue now about creating a **Just Ask Relatives** campaign during these months. Councils may offer an incentive to the local unit with largest extended family membership.

10. Reach Out to All Cultures at Your School

Utilize membership forms in various languages on Georgia PTA’s website. Also, **Just Ask** bilingual parents and students to join membership committee and volunteer at tables.

11. “Just Ask” MORE Men to Join PTA

Extend invitation to MORE men to join PTA. **Just Ask** them to join membership committee and volunteer at membership tables.

12. Discourage Complacency

Some PTAs are of the mindset that if they attain their target numbers, no further membership efforts are needed. This thought process does not serve the interests of our association with regard to the quest to strengthen our voice by increasing our membership. Membership is year-round and is non-seasonal. ***We must be motivated to grow beyond measure.***

13. Are Your Leaders Supporting Memberships Efforts?

Council, district and local unit leaders should set proactive example by personally working towards securing new members each month for the duration of this school year.

14. Set Membership Goals and Create Membership Campaign

If you have not yet identified membership campaign for 2010-11, feel free to use Georgia PTA’s “Got 4 More? Just Ask” campaign.

****For further information or assistance with CAP Program, please don’t hesitate to contact:***

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