



MEMBERSHIP MARCH IN MARCH

With just a few weeks left in the last half of this school year, we must continue to make membership growth a priority. The winners of the first phase of Got 4 More campaign have been announced, and we are hopeful that there will be even more winners from the second phase. We realize that all units will not attain 400 more by the April 8 deadline. However, in appreciation for the extra hard work of those that have kept hope alive and continued to strive to reach this goal, a *special recognition drawing* will take place for units that enroll anywhere from 60 – 399 new members by March 31, 2011. Please note that in order to be entered into the drawing, **membership dues must arrive in the state office by no later than Monday, April 4, 2011.** Keep in mind that spring break for many schools is April 4-8, 2011. Although you will not be eligible for the level of prizes offered to Got 4 winners, at least it will provide almost everyone a chance to win something. Five local unit names will be pulled for five free basic registrations to July 14-16, 2011 Convention Leadership Training (CLT) along with five CLT lunch vouchers.

We encourage all units that have reported 60 members or less to vigorously pursue efforts during March to enroll at least 60 new members, as outlined in the **60 Voices in 60 days** e-blast alert you recently received. During the month of March, District and Council leaders will want to continue to work closely with units in your areas that have not yet reported membership.



EXCITING NEWS - Governor Deal Declares March 2011 Membership Enrollment Month!

March is indeed a special month for Georgia PTA Membership. In accord with our Membership March, Governor Nathan Deal signed a Proclamation declaring March 2011 as PTA Membership Enrollment Month. In part, the declaration states: "The strength of Georgia PTA's voice lies in its membership." Photographs are included in this newsletter and will be posted to the state website.



Utilize the *Power Plays for MVP PTA Membership Team*, which outlines the "how, when and where" to increase membership.

[http://www.georgiapta.org/documents/Membership_Powerplays_Revised_Jan_2011.pdf]

We enjoyed the interchange of ideas provided by local unit leaders that joined us on membership teleconferences over the past few months. The following is a quote from an e-mail that a principal sent to his PTA officers:

“Just an idea for the future: Last night, I was at the orchestra and chorus concert. The theater was full of parents and families. Maybe we need a PTSA membership table at the next Fine Arts concert.”

That is a powerful reminder to seize every opportunity to enroll new members by setting up membership tables at all school events. Why not try the following ideas in March during the days leading up to the close of this membership year:

- Membership March in March for all **middle and high schools** -- With spring comes planning for spring dances, i.e., proms, 8th grade dances, etc. Offer **complimentary limousine** for these dances (PTSA members only are placed in drawing to determine winner);
- Offer discounted prices for all dances to PTA members; host membership party, and ticket price to dance covers membership and food [*recently received message from excited middle school PTSA President that just added 200 student members by making PTA membership a requirement for attendance at dance. She adds: “. . . wish I had done it earlier in the school year. Lesson learned for next year’s board.”*];
- Enlist assistance from principals to encourage teachers that have not yet joined to do so in March; PTA could offer prize drawing from among teachers that join in March;
- Membership tables at band, chorus and orchestra **concerts; basketball and softball games;**
- Sell membership during **spirit nights** at Chick fil-A, Stevi B.’s, spring festivals, etc.; PTA can sponsor classroom contest for students that turn in most PTA membership (prize can be ice cream or pizza party);
- Set up membership tables at various **dad’s club** meetings (141 All Pro Dads Clubs in schools across Georgia; 40 Watch D.O.G.S. schools;) and other male initiative groups;
- Enroll students by setting up membership tables at **bus stops** (with permission from administrators);
- Utilize membership forms translated into 5 languages located in Membership Section of Georgia PTA website (www.georgiapta.org); and
- Sign up free for the Community Alliance Partner Program (CAP) in March for opportunities to increase membership and get free report card reward certificates. http://gaptaperks.com/CAP_for_PTAs.html



Community Alliance Partners!

Ask everyone you come in contact with to join PTA (friend & co-workers; immediate & extended family members; hair stylists, restaurant employees; vendors utilized by PTA (DJs for dances, vendors, caterers for PTA events, fundraising representatives, spirit wear providers, etc.)

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See Photos on Next Page....
MARCHING, MARCHING, MARCHING
Membership Power Plays in Action!

Live shots that reflect flurry of activities designed to continuously grow membership in Georgia:



Governor Deal Signs Membership Proclamation



PTA members and Governor Deal at PTA Day at the Capitol on March 2, 2011 immediately after Governor signed Membership Proclamation



Student Membership Co-Chairs at membership table at Lilburn MS



Clayton Council Membership Chair at membership drive at location of CAP business sponsor (McDonald's)



Dad and daughter shown at a Dad's Club luncheon at middle school where many club members joined PTSA



Membership Committee members at membership table during Student Advocacy Day event