Tip 2: Recognition
- Who are your heroes now?
- How do you recognize them?
- How do you make them feel?
- Supporting and recognizing core members will enrich others to your team.

Tip 3: Let’s Promote It!
- What are your organisation’s home truths?
- What’s your brand?
- How do you promote it?
- How do you react to the local landscape?
- Don’t be afraid to honestly tell your own story.

Tip 4: Make it Vital
- I want to ignite your TVG's excitement for your brand?
- 5 must-remember tips: keep your message short
- 5 tips: keep it simple
- Keep it short and sweet
- Keep it simple and sweet

Tip 5: Social Media is Key
- Use your platform, engagement
- Engage with your audience
- Engage with your audience
- Keep it up, keep it moving
- Keep going with your story

Tip 6: Proud to Promote
- I want to promote the brand that is good
- I want to do something that makes
- I want to do something that makes
- I want to do something that makes
- I want to do something that makes

Tip 7: Deep down
- How deep down do you engage with your audience?
- Make your audience feel
- Involve your audience
- Engage your audience
- Involve your audience

Tip 8: Balance
- How to balance time and resources?
- How to balance time and resources?
- How to balance time and resources?
- How to balance time and resources?
- How to balance time and resources?
Tip 1: Group goals, let's make a plan

- What would you like to achieve this year?
- What was your membership goal last year?
- What worked?
Tip 2  Recognition

- Who are your team stars?
- How do you recognize them?
- How do you make them feel?
- Supporting and recognizing core members will attract others to your team.
Tip 3  Lets Promote it!

- What are your units/regions/teams biggest accomplishments?
- How do you promote it?
- Have you reached out to your local businesses?
- Don’t be afraid to tastefully toot your own horn!
Tip 4  Make it Visual

1. Promote and display your PTA’s accomplishments at every event

2. Is your membership form user friendly and clear?

3. KIS - Keep It Simple
Tip 5  Social Media is Key

1. How do you connect with your parents?

2. Do you provide value? Give parents a reason to join your group!

3. Keep your users engaged, keep it light & fun

3. Send home a flyer with your link

4. Make sure to use your ‘vanity link’
Tip 6  Protect the team

1. Your board must feel like you have their back.
2. No one wants to join a team who talks badly about each other.
3. Nip gossip in the bud.
4. Be an example of what you want to attract
Tip 7  Balance

- Do people ask, when do you sleep?
- How do you give yourself personal down time?
- What do you use to keep you on task?
- How is your relationship with the principal?
- Make him your greatest ally
- Working towards a common goal is important
Tip 8

Change your perspective

- How do you project how you see your PTA to others?
- What is your "Why PTA"
- PTA is not just about fundraisers and cupcakes
TIP 9

Make membership where the party’s at

1. What is the incentive for being a member?

IE: Fall festival is free to members, $10 for non-members $8 to join for example

2. What does your new member receive for becoming a member?

3. Is being a member of your unit fun?