

## GROW YOUR MEMBERSHIP IDEAS

Don't forget to ASK everyone to support your PTA!

### Events/Activities:

- Get the scoop on the new membership eCard! Invite families to come for ice cream and to sign up for PTA! Free or discount ice cream or toppings for members
- Booth at firefighter field day
- Parent potluck with Information
- Set up at all school events/open houses to offer membership info and advocate for PTA
- Bake Christmas (holiday) cookies for a staff meeting and have membership forms out
- Set up booth at high school sporting events
- Sponsor an event for parents to come to school, Dads & Donuts or Moms & Munchkins
- Family bowling night, carnival, fun day or picnic
- Home Depot night to increase male memberships
- Parents & teachers go together like cookies & milk. Give homemade cookies – kids add peer pressure
- Movie night – members get free popcorn & admission - offer memberships at the door
- Back to school, supply or uniform give away or drive
- Gala event - raffle off front row seats to activities like concerts, graduation, talent show
- 5<sup>th</sup> grade moving up ceremony & 8<sup>th</sup> grade graduation
- Books donated to the class with highest membership (utilize scholastic books)
- Offer a new set of books to the classrooms that achieve 100% participation
- Sponsor the morning program – ask for 5 minutes to speak
- Have a new parent event – kindergarten or freshman parent night

### Perks:

- With PTA membership, you get reduced entry fee to all school activities
- Chamber of Commerce discount card
- Student & teacher drawing for prime parking spot
- Coupon sheet with business coupons
- Raffle tickets awarded for each volunteer hour
- Coupon for free book download (Amazon partnership)
- Require students and parents to be members to apply for scholarships
- New members get car magnet with school logo
- Scholastic gift certificates
- Gift card for person with most referrals
- For the high schools, offer \$10 off prom tickets with a PTA membership
- To attract youth members, secure discounts at local restaurants
- Provide a directory with the contact information for the families in the school

## **Online:**

- Laptop-a-thon - call past members to invite their social media contacts to join on a scheduled date
- Put link and QR scan code for membership on school web pages, school newsletters and around town
- At open house night have laptops to sign up on the spot and also paper forms at each student desk
- Promote high school student membership in PTSA through twitter and facebook
- Focus on extended family to become supporters using the online option

## **Community/Business:**

- For business sponsorships, have the kids make thank you certificates to display or use our template
- Community days or street fairs in local towns
- Set up a table at a community event (at the mall, Elks dinner, etc...)
- Personally invite former members to join whose children have graduated
- Ask administrative stakeholders- Board of Education, administrators & legislators

## **Themes:**

- Carry the Card that Counts!
- Be a Super Hero and Join the PTA!
- PTA Membership: on demand, on target, on purpose, ONLINE!
- Children First – You Make the Difference
- Put Your Heart in PTA
- Take the “First Step” – Support an Early Childhood PTA
- Open Doors for the Future through PTA
- PTA – Parent-Teacher Advocates for Children
- Up, Up and Away with PTA
- Make the Move That Makes the Difference – Support the PTA
- Invest in the Future – Support PTA Today
- Be a Champion for Children and Support the PTA
- PTA – An Investment in the Future
- The Future is in Your Hands – Support PTA!
- PTSA – Preparing Tomorrow’s Adults
- Children Come First, Last and Always with the PTA
- Don’t Wait – Participate!!! Support Your PTA