

GENERAL OUTREACH

TIP! Nothing else matters if you don't **do the first two!**

1. Create a welcoming environment! Have a greeter welcome everyone, especially new people, who attend your PTA meetings, events and activities. Have board members introduce themselves to people before the meeting.
2. Do meaningful work! Find out your school community's needs and take steps to meet those needs.

In-Person Ideas

3. Add membership to casual moments—invite people to join at a PTA meeting or event, at a school event, carpool line, etc.
4. Be available at all school and community events to speak to families and community members about PTA and ask them to join.
5. Be present at kindergarten events and transition nights to middle and high school.
6. Have a PTA membership table at all school events (school registration, back to school nights, open house, parent-teacher conferences) and PTA sponsored events.
7. Give a [short presentation](#) on the value of PTA at open house, back to school night, orientations, etc. Use this [template](#) from the [Membership Campaign Materials](#).
8. Have a collection box in the school office with membership forms and envelopes to make joining easy.
9. Place "Join PTA" signs and membership forms with a link to join or QR code around the school. Use a theme to get people's attention. For Example: A street sign theme—PTA membership "yields" results. "Stop" and consider the benefits of PTA. "Do not pass" this opportunity to be a PTA member.
10. Throughout the year, reach out to new families and share info on PTA. Personally ask them to join.

Virtual Ideas

11. Are in-person invites too intimidating? Ask people to join your PTA via phone or personalized email.
12. Do you have [Online Join](#)? Share the link broadly, allowing

people to join from their laptop, tablet or phone and to pay with a credit card. Check with your [state](#) PTA for help.

13. Have a virtual way for people to connect, like Facebook, [BAND](#) or website.

Both (In-Person and Virtual Ideas)

14. Use your PTA logo, not the school logo, on everything! Don't have one? Create one [here](#) in 30 seconds.
15. Ask current members to renew their membership for next year, before the current school year ends. Retain members from current year, so you can focus on recruiting new members the next school year.
16. Every member gets a member! Challenge current members to share the PTA value and ask others to join.
17. Create a welcome letter at the beginning of the year letting families know what PTA does for their kids and school. Update everyone mid-year!
18. Create a PTA welcome packet for new students and families.
19. Put a "personal membership invitation" in the school's back-to-school mailing.
20. Work with the school's Parent Resource Center to ensure all families get PTA information and messages.
21. Connect with preschools that feed into your school and ask them to share info about your PTA with the families of graduating students.
22. Middle and high school PTAs can reach out to the PTAs that feed into them to connect with families whose kids are moving to their schools.
23. Encourage members to bring a friend to PTA meetings, activities and events.
24. Have PTA shirts and/or name tags for the board, so everyone knows who you are at school and PTA events and provide members with name badges to wear at meetings/events.
25. Make sure everyone understands that only members are allowed to vote at PTA meetings. Then encourage people to join so their voice is heard.
26. Make sure people know that they can join PTA without volunteering.

27. Make volunteer sign-up easy. Always have a sign-up form available in person and/or online. When people sign up who are not members, ask them to join.

28. Coordinate PTA membership drives and events with important school events/activities.

29. Include a link or QR code to join on all PTA communications, and if possible, school communications too.

TAKE ADVANTAGE OF THE PTA NETWORK TO HELP SHOW YOUR VALUE

Both (In-Person and Virtual Ideas)

30. Visit the National PTA website and take advantage of all the [virtual resources](#). Sign up for [National PTA newsletters](#) and follow National PTA on social media to stay connected and up to date. Share relevant info with your families to show the benefits of the PTA network.
31. Show your PTA value by sharing National PTA resources geared towards parents with your members ([PTA.org/FamilyResources](#)).
32. View National PTA's short [15-minute videos](#) to hear different ways to grow membership and communicate the value of PTA.
33. [Sign up](#) for the Local PTA Leader Kit to use the [DIY Kit for Membership Growth](#).
34. Host a [National PTA program](#). All programs are ready to use, developed by experts and available to all PTAs.
35. Apply for a National PTA [Award or Grant](#). Both are great ways to connect to the PTA network, amplify your work and show your community the power of the PTA.
36. View your state PTA website, sign up for their newsletters and follow them on social media. Join your state PTA Facebook group for ideas and resources, when available.
37. Don't reinvent the wheel—use [State](#) and [National PTA Membership Resources](#).
38. Add a PTA [Membership Campaign](#) graphic to your email signatures and hyperlink it to your Online Join.

BE WELCOMING/OPEN AND REFLECT YOUR COMMUNITY

Both (In-Person and Virtual Ideas)

39. Make sure your board represents the community you serve—diverse and inclusive. People want to join groups where they can see others like them involved.
40. Assess the needs of the school community each year to ensure the PTA work supports all students. Base committees on the focus areas (special needs, male engagement, mental health, etc.).
41. Bring in new people (both members and volunteers) by selecting an enthusiastic and friendly person to be a volunteer coordinator.
42. Be transparent. Show what your PTA does and how the money directly supports children. Develop a “What PTA Money Supports” flyer and share it broadly. People will join once they know what your PTA supports.
43. Be accessible. Have PTA meetings and events at times and locations when most members, non-members and potential members can participate.
44. Open your general membership meetings to everyone. People may join once they get to know the people and the work your PTA does. Remember, during the business portion of the meeting, only members can participate.

TEACHERS/SCHOOL ADMINISTRATION SPECIFIC

In Person Ideas

45. Put info in their school mailbox about why PTA needs to keep the “T” in PTA. Include a membership form or QR code to join.
46. Put a poster in the staff lounge letting them know how much PTA appreciates them and their support.
47. Have members of your board personally tell each teacher/staff how valuable their support is and invite them to join PTA.
48. Ask principal to establish a weekly “casual dress day” for all teachers/staff who join the PTA.

49. Host a Back-to-School luncheon for teachers/staff. Welcome the staff back and share the benefits of PTA. Invite them to renew or join the PTA and let them know why 100% teacher/staff participation is important.

50. Offer a teacher/staff luncheon if you reach 100% PTA memberships for teachers/staff.

Virtual Ideas

51. Give shout-outs to teachers/staff who are PTA members in your newsletter and on social media.
52. Send personalized thank you emails to all teachers/staff who join.

Both (In-Person and Virtual Ideas)

53. Set and share a teacher/staff specific membership goal—consider 100% teacher/staff participation.
54. Give a short PTA update at staff meetings—live, virtual or recorded.
55. Ask the principal to encourage staff to join. It is important to have principal support.
56. Highlight teachers and staff members during Teacher Appreciation Week.
57. Give a special recognition or shout out to teachers/staff who join. Decorate the doors of the teachers who join PTA.
58. Add a teacher position to your board or have a teacher fill a current board position, if school board policy allows. This person can help nurture the PTA-staff relationships and get more staff involved.
59. Collaborate with the PTAs and PTSAs in your area, have teachers identify high school/middle school student volunteers to read with or tutor math to elementary students.

STUDENT SPECIFIC

In Person Ideas

60. Engage students in recruitment efforts. Have students run a membership table so they can ask their friends to join.
61. Have students speak at school events about the value your PTA/PTSA brings to the school. Students will relate to other students.

Virtual

62. Start a “Text to Join” membership campaign.
63. Create a fun membership challenge on social media—consider something like the viral “ice bucket challenge” from a few years ago.

Both (In-Person and Virtual Ideas)

64. Set and share a student-specific membership goal.
65. Allow middle and high school students to engage in learning opportunities that support the work of your PTA/PTSA, either individually for volunteer hours or as a class project. They can prepare radio and TV ads to show on school TVs and at events, create social media/marketing campaigns or design promotional materials.
66. Consider developing a student-focused membership drive where students get other students to join. Put the referring member on the membership card, and offer a drawing to all those who refer other students.
67. Invite [Reflections](#) program participants and their families to join your PTA/PTSA.
68. Let all seniors know about PTA scholarship opportunities—if available from your local, council, district, region and/or state PTAs.
69. Package membership flyers with school or PTA/PTSA spirit wear.
70. Include the student voice in your decision-making—listen to their ideas, suggestions and needs.
71. Hold a student-focused PTA/PTSA event. Have students in board positions assist with the event and ask everyone in attendance to join your PTA/PTSA.
72. Let students know they can earn volunteer hours by assisting your PTA/PTSA with events or other work.

COMMUNITY ENGAGEMENT

In-Person Ideas

73. Make sure your PTA is at community events (e.g., county fairs, local parades, countywide meetings, etc.) with talking points, a poster showing your impact and easy ways to join.

- 74.** Ask local businesses (such as doctor/dentist/orthodontist offices, hairdressers/barber shops, banks, etc.) if you can leave PTA newsletters for visitors to read while they wait. Include a QR code for easy joining.

Virtual Ideas

- 75.** Ask local businesses to post about their collaboration with your PTA on their social media page.
- 76.** Use #HowWePTA for local business/organization partnerships, to show the breadth of your work.

Both (In-Person and Virtual Ideas)

- 77.** Keep a list of all the work your PTA has done to support the school and families in your community. Share the list widely and often, including with local businesses and community partners.
- 78.** Ask local businesses to hang PTA flyers in their store windows. Include a link or QR code on the flyer for easy joining.
- 79.** Invite community members such as school board members, superintendents, teacher union representatives, state legislators, etc., to join your PTA.
- 80.** Solicit local businesses for donations. Provide them with signage to publicly display, thanking them for their support. On the recognition sign, include a link or QR code to join and add “Don’t You Want to Support Us Too? Join Today!”
- 81.** Ask local businesses to extend discounts to PTA members. Provide them with signage to acknowledge the partnership. On the sign, include a link or QR code to join. Recognize the partnership in PTA communications too!
- 82.** Display winning [Reflections](#) entries in municipal buildings, banks, libraries and other visible locations. Include signage with a link or QR code for easy joining.
- 83.** Partner with other non-profits to promote the value of PTA and establish relationships. Invite their members to join your PTA.

COMMUNICATIONS

In-Person Ideas

- 84.** Create a display case or bulletin board in the school lobby with PTA materials, like upcoming events, copies of

newsletters, membership applications/QR code, photos, etc. Make it fun!

- 85.** Put “Join our PTA” messages on yard signs with QR codes and display throughout the school and community.
- 86.** Post signs at the carpool line that tell the PTA value. Have drive-up “Join PTA” events.

Virtual Ideas

- 87.** Conduct an online survey to find out what members and non-members want from your PTA. Have a link to join at end of the survey for non-members.
- 88.** Send an email to all families encouraging them to join.
- 89.** Promote PTA membership on the school website, the PTA website and/or Facebook page.

Both (In-Person and Virtual Ideas)

- 90.** Communicate everything your PTA is doing to fulfill the PTA mission in a variety of ways. Use your social media channels, newsletters, websites, auto-calls, morning school news, texting apps, and post in the school and community buildings.
- 91.** Publicize your meeting and event times and dates in as many ways as possible and always include info to join.
- 92.** Send information more than once and in different languages, as needed.
- 93.** Make your PTA visible by using/selling [Membership Campaign](#) PTA-branded swag.
- 94.** Include PTA membership and program information regularly in the school newsletter.
- 95.** Throughout the year, remind people how and where they can join.
- 96.** Welcome and thank new members by name in your PTA meetings and/or the school newsletter.
- 97.** Doing a big event? Get local media outlets to cover your event, highlight your PTA and share how people can join in order to support your PTA.
- 98.** Prepare local radio and/or TV spots. Work with your district/council/region PTA or other PTAs/PTSAs in your area to collaborate and share resources.

- 99.** Keep membership campaign visuals (like a thermometer) up throughout the year to show progress toward your membership goal.
- 100.** Spread the word that the only thing required to be a member of PTA is to support the PTA by joining annually; you don’t have to volunteer.

DIVERSIFY PROGRAMING TO BRING IN A VARIETY OF MEMBERS

DID YOU KNOW?

All programming can be modified to be in-person or virtual.

Both (In-Person and Virtual Ideas)

- 101.** Offer a variety of programs to cater to the different interests of families within your PTA community.
- 102.** Grow membership by participating in the [National PTA School of Excellence program](#).
- 103.** Balance PTA meetings with fun and educational events like a Talent Show, Career Day, Heritage Night, Bingo Night, Math Night, Reflections event, Science Festival, etc.
- 104.** Host programs in conjunction with your PTA meetings to encourage parents who aren’t members to attend. Partner with the school—your PTA meeting could be followed by literacy night or college planning seminar, for example.
- 105.** Offer parent education workshops, such as: helping your student with homework, teen driving, substance use awareness, developmental changes in adolescents, internet safety, applying for college, etc.
- 106.** [Offer programs](#) on a variety of topics, for example: mental health, healthy lifestyles, arts, online safety, STEM, etc. to demonstrate PTA value and ask people to show their support by joining PTA at the programs’ end.
- 107.** Offer a homework area for kids during in-person PTA meetings. Provide qualified, school-aged childcare during PTA meetings at no cost to families.
- 108.** Have a translator(s) and/or signer at all meetings.
- 109.** Offer a “dads” or “men’s” program to encourage men to be more engaged in their child’s education. Ask participants to join PTA.



NEED PROGRAM IDEAS?

Join the [Local PTA Leader Facebook group](#) and watch the [Beyond the Building micro webinar videos](#).

- 110.** Coordinate a “new family social” with the first PTA meeting of the school year. Ask attendees to join PTA.
- 111.** Host a PTA dance for students and families to bring together the school and PTA community. Highlight PTA at the event and have a way for families to join that night.
- 112.** Host a back-to-school dinner or ice cream social. Perhaps see if a local restaurant will cater for free or reduced cost. Ticket costs for the event can include family entry and a PTA membership.
- 113.** Sponsor coffees the morning after evening meetings to update members who were unable to attend. You could also do this virtually and promote it as “bring a coffee” or “drink and hear.”
- 114.** Host virtual events and meet-ups for families. Be sure to adjust in-person activities to work in a virtual setting.
- 115.** Host a local Write-a-thon. Write to your local school boards and local elected officials about the current needs of the community.

CONTESTS/DRAWINGS/ CELEBRATIONS/OFFERINGS

In-Person Ideas

- 116.** Have a poster, slogan or PTA mascot contest for students to design PTA promotional materials.
- 117.** Reach for the stars! Put each member’s names on a star cutout. Place the stars on a poster or hang them from the ceiling. Consider making the stars be color-coded to represent parents, teachers/staff, students and community members.
- 118.** Plant a flower bulb for each member in a prominent location and watch it flourish. Share the growth of your PTA garden on social media.

- 119.** Watch Us Grow! Create a “member tree” in the front hallway of the school building. Put members’ names on the leaves (teacher members can be apples).

Virtual Ideas

- 120.** Virtual Spirit Wear! Encourage your community to show school pride by taking a photo while wearing PTA/ school gear and sharing it to your PTA’s Facebook page. Consider adding every member who participates to a drawing for a small prize.

Both (In-Person and Virtual Ideas)

- 121.** Hold a membership contest between classes or grade levels.
- 122.** Create a fun membership growth theme; for example: March Madness. Have a target growth chart that is a basketball hoop and add a picture of a basketball reaching the hoop as you reach your goal.
- 123.** Hold membership drawings and giveaways for PTA members. For example, get turkeys donated and have a drawing before Thanksgiving.
- 124.** Provide members with a free PTA directory, for those who opt in.
- 125.** Cut a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.