**[**name of PTA**] PTA**

**COMMUNICATIONS PLAN SCHEDULE**

**Membership Campaign**

September 2020 – June 2021

*This sample plan is provided to demonstrate potential virtual events, strategies, and ideas for a fictional XYZ PTA. Your PTA’s grade level and capacity will guide what events and strategies you will use to grow and communicate PTA. To start your plan, simply change/edit the items in black within this plan and enter your PTA’s information.*

**TIMELINE/KEY DATES** (Each Planned PTA event, quarterly membership incentives & deadlines, Monthly Membership Goal update, etc.)

**September 2020:**

1 Launch [PTA for Your Child](https://www.pta.org/membership-campaign) membership campaign with goal and monthly membership incentive announcement.

1 XYZ PTA e-Newsletter

4 XYZ PTA email to all former and current members – provide plan for year, invitation to meeting.

15 XYZ PTA General Meeting (budget, plan of work)

28 XYZ PTA Virtual 6th grade parent-teacher get-together

29 XYZ PTA Virtual 7th grade parent-teacher get-together

30 XYZ PTA Virtual 8th grade parent-teacher get-together

**October 2020:**

1 PTA for Your Child monthly update: recognize members and winner of Sept. incentive; announce October incentive

1 XYZ PTA e-newsletter

6 XYZ PTA’s Virtual Tuesday Tutor with High School Math Club

7 XYZ PTA’s Virtual Coffee with the Principal

13 XYZ PTA’s Virtual STEM Career Fair (for students and parents) (Zoom)

19 XYZ PTA Eats Take-Out at Sammy’s Chicken and Ribs

30 XYZ PTA’s Haunted Car Parade (school parking, circle around block)

30 XYZ PTA/Food Bank Drive-Through Trick or Treat (drop off food item, pick up a treat)

30 Drive-through pick-up of “XYZ PTA Thanks a Veteran” signs

**November 2020:**

2 PTA for Your Child monthly update, recognition and incentive

2 First day to send photos with “XYZ PTA Thanks a Veteran” sign

2 XYZ PTA e-newsletter

9 XYZ Virtual School Safety Townhall – Update from the Front Lines (Zoom)

10 Virtual Tuesday Tutor with High School Spanish and French Clubs (by appointment)

11 XYZ PTA Thanks a Veteran Day with posts and photos on FB and on PTA website

17 Virtual PTA Makes Thanksgiving Cooking Easy (open to all) Zoom Event

18 XYZ PTA’s Virtual Coffee with the Superintendent

**December 2020:**

1 PTA for Your Child monthly update, recognition, incentives.

1 XYZ PTA e-newsletter

8 XYZ PTA Eats Take-Out at Taco Bell

8 XYZ PTA/Food Bank Drive-Through Food donation (school parking lot)

9 XYZ PTA Bakes Holiday Cookies Together Event (open to students)

12 XYZ PTA/Toys for Tots Drive-through Toy donation (senior center parking lot)

(December 2020 continued)

12 XYZ PTA Holiday Cookie Drive-Through Sale

**January 2021:**

4 PTA for Your Child monthly update, recognition, incentives. Launch “January is Manuary” male membership drive for January.

4 XYZ PTA e-newsletter

5 XYZ PTA’s Virtual 6th grade parent-teacher get-together (updates, status)

6 XYZ PTA’s Virtual 7th grade parent-teacher get-together (updates, status)

7 XYZ PTA’s Virtual 8th grade parent-teacher get-together (updates, status)

11 XYZ PTA Virtual General Membership Meeting (elect nominating committee)

12 XYZ PTA’s Virtual Tuesday Tutor with High School Math Club

12 XYZ PTA Eats Take-Out Fundraiser at Pepe’s Pizza

14 XYZ’s Virtual Diversity and Inclusion Town Hall

26 XYZ PTA’s Virtual Talk to a College Admissions Officer Event for Parents

27 XYZ PTA’s Virtual Talk to a College Admissions Officer Event for Students

**February 2021:**

1 PTA for Your Child monthly update, recognition, incentives. Announce “February is for Family” membership drive for extended family members.

1 XYZ PTA e-newsletter

2 XYZ PTA’s Virtual Town Hall – Preparing Your Student for the State Tests (Zoom)

4 Drive through pick up of “XYZ PTA Loves Teachers” Signs drive through

8 First day to start collecting “XYZ PTA Loves Teachers” photos

9 XYZ PTA Eats Take-Out at Fran’s Fish and Chips

12 XYZ PTA Loves Teachers online event (FB, website, Instagram) featuring posts/photos from PTA families

15 XYZ PTA’s Virtual Coffee with the Principal – School Budget Update

17 XYZ PTA’s Virtual PTA Founders Day Celebration including PTA trivia contest, giveaways, and prizes.

22 XYZ PTA’s Virtual Medical Career Fair Night with recruiter (for students and families)

**March 2021:**

1 PTA for Your Child monthly update, recognition, incentives. Announce March Madness membership drive.

1 XYZ PTA e-newsletter

2 PTA’s Virtual IT Career Fair Night with recruiters (for students and families)

4 XYZ PTA’s Coffee with the Superintendent

9 PTA’s Virtual Tuesday Tutor with High School Spanish and French Clubs (by appointment)

15 XYZ PTA’s Virtual Town Hall on School Safety (updates, status)

22 XYZ PTA’s Virtual Tricky Tray Hour with Bring Your Own Snacks and Beverages

**April 2021:**

1 PTA for Your Child monthly update, recognition. Announce incentives for membership renewal before May 15.

1 XYZ PTA e-newsletter

6 XYZ PTA Eats Take-Out at Great Wall

6 XYZ Food Pantry/PTA drive through Food drive

14 XYZ PTA’s Virtual Summer Camp Round Up Event

20 XYZ PTA’s Virtual Sports Equipment Swap Event

30 XYZ PTA’s Virtual Meet the Candidates for PTA Office event

**May 2021:**

1 PTA for Your Child monthly update, recognition and incentives

1 XYZ PTA e-newsletter

4 XYZ PTA’s Virtual General Membership Meeting (elections)

10 XYZ PTA’s Virtual Welcome Incoming 6th Grade Families Event

14 XYZ Virtual PTA Loves Volunteers, volunteer recognition event, awards, gifts

17 XYZ Virtual PTA Loves Summer event (opportunities, gatherings announced for summer)

**PROMOTION AND OUTREACH** (When creating your message, consider content, mood, language and design.)

**KEY MESSAGES** (Design your message based on the following questions)

* **What’s your purpose?** 
  + To support your child’s potential.
* **Who’s your audience?**
  + Parents and caregivers; educators; extended family and community
* **What’s your message?**
  + Being a PTA member means you are part of a powerful association focused on programs and initiatives that strengthen your child’s education and the family-school partnership.

**Key Message #1:**

* + Being a PTA member is an investment in your child. PTA provides you opportunities to engage and PTA in your own way.

**Key Message #2:**

* + Join PTA support your child’s education, to advocate on issues impacting your child, and to build a strong, diverse and inclusive community.

**Key Message #3:**

* + There is no wrong way to PTA. We can do more together. Join PTA and support the work we do.

**Key Message #4:**

* + PTA is an investment in your child.

**COMMUNICATIONS SCHEDULE**

***Newsletters and Social Media*** *(include dates, as many key messages needed and who is helping to deliver the message)*

* Social Media (Facebook/Twitter):
  + Adapt and use National PTA Membership Campaign graphics for a consistent look and message throughout the year.
  + Weekly on first Wednesday of each month, “join PTA” posts using an event, a goal, or incentive.
  + Two weeks and one week before every event with “This is how we PTA. Join PTA” message with event details.
  + Within 3 days of PTA event, with value message related to event and a “Join PTA” message.
  + Quarterly, on September, December, March, and June 15, “This is how we PTA” updates on impact/events of last month with a Join PTA message.
  + Quarterly, September, December, March, and June 1, “This is how we PTA” upcoming events and a Join PTA message.
  + Alternate Key Messages.
* Monthly e-newsletter
  + Adapt and use National PTA Membership Campaign graphics for a consistent look and message throughout the year.
  + Updates on XYZ PTA’s upcoming events, meetings, and PTA business with a focus on how XYZ PTA is helping children and families. Updates on school and district news. Highlight to PTA via advocacy, volunteering, networking, joining.
  + Recognize members and volunteers
  + Report impact/reach/outcome of all PTA event with an invitation to show support by joining PTA.
  + Tie events to enhanced educational opportunities, advocating with a united voice, and building a school community. Message Join PTA.
* PTA General Membership Meetings
  + Highlight PTA successes and impact.
  + Tie membership to success.
  + Thank members—we did this together.
  + If nonmembers are welcome to attend, encourage them to join PTA.
* PTA Events
  + Every event begins with a PTA welcome using one of the key messages and an invitation to join.
  + Every event ends with a thank you to members for their support and an invitation to join and show support of PTA.
  + PTA Eats Out Events—drive-up “join PTA” membership area and sign with online membership info link/QR code.

***Low Tech Communications*** *(include dates, as many key messages needed and who is helping to deliver the message)*

* Adapt and use National PTA Membership Campaign graphics for a consistent look and message throughout the year.
* Yard Signs or signs that can be held up in front of camera
* XYZ PTA-branded PPT slide deck
* Sign for school building (purchase, if necessary)
* Community Bulletin Board and newspapers

**PLAN FOR OBSTACLES AND EMERGENCIES (Things to think about if there are challenges.)**

**Strategy #1:**

**Strategy #2:**

**Strategy #3:**

**Action Plan (Implementation of the plan)**

* Who is doing what part of the plan?
* How often are you checking in to make sure that the work is getting done?
* Are you taking advantage of the National PTA and State PTA support and resources?

**Evaluation**

* Discuss what is working and what isn’t.
* Change plan as needed to be more effective.
* Celebrate your success!