

50 Great Membership Recruiting Ideas

Washington State PTA

1. Raffle off a free membership gift to someone who joins your PTA during your membership kick-off drive.
2. Obtain testimonials of the value of PTA membership from current members and share these views with potential members.
3. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your team members know that recruiting is a top priority for the group.
4. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief PTA orientation, and refreshments. Ask each member to bring a friend to the meeting.
5. Create a regional electronic bulletin board just for membership inquiries.
6. Create a bulletin board display in a prominent place (perhaps at the school district administrative buildings) showing pictures from PTA activities, membership information, and a calendar of upcoming events.
7. Have a membership table with posters that explain dues and how PTA allocates money.
8. Hand out PTA brochures and resources to people you meet at various meetings and community events.
9. Announce upcoming PTA meeting, events, and training and invite everyone to attend as a guest.
10. Contact visitors after they have attended a meeting. Thank them for visiting the PTA event and invite them to your next event.
11. Create a PTA Membership Merchant Card. This could be a laminated card the size of a credit card. Have PTA information on the front and on the back six or seven local businesses list their discounts available to our PTA members.
12. List your upcoming meetings in your district community communications
13. Have PTA officers give a presentation on the value of membership to school district and building staff.
14. Establish a "Big Brother/Big Sister" program that pairs incoming members with established members of your PTA. This will personalize your PTA by getting everyone involved and feeling accepted.
15. Send an invitation letter to all incoming new families in the school district describing PTA and providing information on when and where your next meeting will be.
16. Find someone to be your PTA Account Executive for membership someone who asks at every meeting and at every event how can this help recruit new members? Use your people resources wisely.

17. Set up a table displaying PTA materials at all school/district orientation or a student events.
18. **Target key people for recruitment**
Your PTA will need specific skills and talents and may want to target specific individuals for recruitment. You could also target someone who has influence over others and will be able to popularize your organization. Make a list of key individuals in your community that you would like to have as members and go and visit them individually.
19. Conduct **Membership Drive Mall Days** or Shopping Strip Days. Contact the local Wal-Mart, Target, K-Mart, Barnes and Noble, Borders, and ask if you can set up a booth with Toastmaster literature and your club's literature. Ask if you can conduct an information meeting. Then set up your booth and recruit new members!
20. Offer a prize to the person in your PTA who recruits the most new members.
21. Waive or reduce **local** membership dues for students who join PTA.
22. Provide students who visit your meeting with an information packet about your PTA. Include a calendar of events, a list of officers, and an application to join.
23. Send out a flyer about your PTA to a targeted group such as Rotary, City Council, etc.
24. Invite a successful professional in your community to speak to your PTA on the value of joining the association.
25. Display copies of *The Child Advocate*, *Key Communicator*, or NPTA *Our Children* at every meeting.
26. Publicize any awards your chapter or members have won, such as a 100% membership, Outstanding Local Unit, Standards of Excellence, etc. People like to join groups that are successful.
27. Ask Administrators and Principals to mention PTA in their community meetings.
28. Write an article for your local newspaper on a successful PTA project.
29. Create a diverse, innovative membership committee to focus on new ways to bring in members.
30. **SELECT AN ENERGETIC LEADER FOR RECRUITMENT COORDINATOR.** This person will be very visible, so choose an extrovert—someone who revels in the spotlight but can also pitch in to get the job done.
31. **SURVIVAL SEMINAR:** Incoming parents rarely know what to expect – Help them by organizing a “survival seminar,” in which a panel of diverse PTA members can share their advice.
32. Make your first meeting of the year a "pizza night."
33. Highlight and explain a different membership benefit at each meeting.
34. Hold a meeting in the computer lab and demonstrate the valuable information available on the WSPTA and NPTA websites to members.

35. Co-sponsor a high visibility school/district event such as a dance, concert, seminar, or sporting contest to raise awareness of your PTA and its activities. Provide the volunteers to staff the event.
 36. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and learn more about your PTA.
 37. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating flyers or speaking to potential new members.
 38. Hold a joint meeting or event with a related child organization – Boys & Girls club, YMCA, etc.
 39. Hold an informational meeting for prospective members. Have members PTA leaders tell visitors how networking through PTA helped them be successful advocates for their own children.
 40. Think WIIFM—"What's In It For Me?" That's what prospective members are asking themselves. Be sure to tell them specifically how membership will benefit them.
 41. Talk to lots of people about PTA. Experts say it takes ten calls to make one sale. Pretend you have the best sales job of all!
 42. Plan plenty of PTA social events in addition to educational/advocacy activities. People like to join groups that are friendly and fun.
 43. Make each prospective member feel special. Make an effort to remember names and to smile and greet people by name when you see them.
 44. If you have non-members who have come to several events, give them an application and ask them to join. Some people never join simply because no one has taken an interest and encouraged them to sign up.
 45. Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a local contact name, phone number, and e-mail address on all your materials and then respond to inquiries promptly!
 46. Be knowledgeable about PTA nationally and locally. PTA will sell itself; you just have to explain all that it has to offer. The best way to explain to people what PTA does and what we stand for is to tell them the strategic priorities. Be sure to explain all of the leadership opportunities and benefits that are available to members.
 47. Review your PTA's past rosters and encourage expired members to renew their membership.
 48. Offer an incentive to members who bring at least two guests to a meeting.
 49. Print names of new members in your newsletter and recognize them at meetings. Demonstrate that your PTA is strong and growing.
 50. Always speak with excitement and pride when describing PTA. Enthusiasm is contagious!
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