

PTA Membership Planning Calendar

July/August

- Read the Membership section of the Leadership Packet.
- Meet with your president to discuss the membership materials.
- Register to attend your region's Fall Leadership Conference Membership class.
- Meet with the membership committee to review results of previous years' campaigns and set your new goals.
- Establish membership privileges.
- Review your budget for the membership campaign promotions: posters, awards, prizes, leaflets, etc.
- Order membership envelopes from the State PTA office to use throughout the year.
- Plan your campaign. Set campaign dates and develop a timeline. Get the approval of your board.
- Ask your superintendent, school board president, and mayor to proclaim September "PTA Membership Month."
- Send copies of your "proclamations" to your local newspaper and television station with an article on PTA parent involvement in your school.
- Write a membership newsletter article for your school newsletter.

September/October

- Set up a membership table on the first day of school to welcome students and parents back to school.
- Be visible! Publicize and celebrate "PTA Membership Month."
- Send a letter home (with the first packet of information from the school) inviting everyone to join. Emphasize past accomplishments and future goals.
- Send "invitation to join" letters to past presidents, former board members, your school superintendent, school board members, and other community leaders. Remember, PTA is for everyone!
- Work closely with your school administrator to be part of the school open house.
- Enroll your members online with the Washington State PTA enrollment program. Be sure and list name, address, phone number, and email address (plus any other relevant information your unit requests.) Make sure that your officers who are already activated do not get entered a second time. Do not enter a member until you have actually collected his/her fees.
- Write a membership newsletter article for next month's newsletter. Emphasize the value of membership and announce your month-end membership total.
- Evaluate your membership campaign at the end of each month. Review last year's membership list for anyone who may have forgotten to renew and send them a special note.
- Turn over all checks and cash for membership service fees to the PTA treasurer as soon as they are received.
- Print the online remittance form and remind the treasurer to send in the membership service fees by October 25.

November

- Continue to write a monthly membership article for your newsletter.
- Send thank-you notes to those who have joined.
- Request additional membership cards from the State PTA office as needed.

January

- Continue to recruit and enroll new members.
- Meet with the membership committee and evaluate your progress. Plan and implement any new approaches.
- Write a newsletter article for next month's membership column.
- Print the online remittance form and remind the treasurer to send in the membership service fees by January 25.

February

- Continue to recruit and enroll new members.
- Keep writing those membership articles for the newsletter.
- Plan a special celebration for PTA's birthday month.

March

- Continue to recruit and enroll new members.
- Print out a list of members for the nominating committee.
- Plan any special membership activities for the end-of-the-year celebrations.
- Make sure all your members have been enrolled and membership service fees are paid by the end of March (in order for members to attend convention as voting delegates).

April

- Review this year's membership campaign, make written recommendations for next year's campaign and submit a report to your board.
- Update the membership procedures book.
- Register next year's membership chair for Washington State PTA Convention. Be sure he or she attends the membership class.
- Keep writing the membership news article for your newsletter.

May/June

- Thank all of those who helped with this year's membership campaign.
- Start planning next year's campaign.
- Thank your members for joining PTA in your last newsletter article and encourage them to join next year.
- Work with the treasurer to reconcile the membership service fees that have been collected with the number of members enrolled in the online membership enrollment site. Call the State PTA office to remove any duplicate names.
- File your final membership service fees for the year by the 25th of May.
- Enter incoming officers via the WSPTA online membership enrollment site.
- Download/print a copy of your membership roster to use next year to send renewal notices to your members.