



Area II Gwinnett County Council of PTAs

MEMBERSHIP IDEAS & RESOURCES

Membership should be an on-going yearly effort!

The Membership Chairperson and committee are responsible for promoting the value of PTA, increasing PTA membership and giving everyone in the community an opportunity to belong.

Set Goals Early & Create a Plan of Work for the Year

- Faculty & Staff Support
- Membership Drives (Back to School, Holiday, Spring Launch)
- Celebrate Members (Members Brunch, Class Parties, Faculty Jeans Day)
- Business & Community Sponsors & Special Memberships

Establish a Process for Member Intake/Membership Cards

- Membership Form (Personal & Business)
- Brochure - information about what PTA does, where money goes, officers, etc.
- Benefits Sheet/Flyer - List all benefits of National, State & Local & update annually
- Get businesses to donate coupons
- Utilize website, newsletters & emails to engage with members
- Set up during early registration, Open House, Curriculum Night and other activities

Best Practices

- Utilize MyPaymentPlus for collecting dues -- leaving checkbox pre-selected helped one unit increase membership by 150%
- \$50 Grants for Faculty & Staff
- Discount on Spirit Wear and PTA events for members only
- BOD Challenge (each elected officer commits to recruiting X number of members)
- Team 10 Challenge (Parents who want to be involved but can't commit to bring in 10 members each)
- Fab Five Challenge (Ask Chairs to ask 5 Family Members to join)
- Create videos featuring students and create challenges among classes with Olympic themes (winners would get incentives based on gold, silver, bronze status)
- PTA Memberships as gifts at Christmas for teachers & family members
- Membership Dance in mid-August (members free, non-members' admission fee goes toward membership)

Award Deadlines

- Visionary Pin and Certificate: 400 or more members by the last business day in August.
- Pacesetter's Certificate: 300-399 members by the last business day in August.
- Early Bird Certificate: 200 members to Georgia PTA by the last business day in September
- Platinum Membership Award: *Target Membership by the last business day in September.
- Gold Membership Certificate: *Target Membership by the last business day in October.
- Silver Membership Certificate: *Target Membership by the last business day in November.
- Bronze Membership Certificate: *Target Membership by the last business day in February.
- Community Partnership: 30 or more community members the last business day in October.
- Oak Tree Membership Certificate: 100% staff membership by the last business day in October.

Resources

- PTA Membership Quick-Reference Guide
 - The Basics of Membership
 - Tracking and Retaining Members
 - Diversity and Inclusiveness
 - Marketing Membership

- Georgia PTA Leadership Resource Guide
 - Section 6: Committees

- Membership Recruitment and Retention Manual
 - Keys to a Successful Membership Campaign
 - Partnering Ideas for Units
 - Ways to Recruit Men to Your PTA

- Convention Leadership Training (July 11-13)

- Area 2 Website (www.area2gwinnettpa.org)
 - Go to "Committees" and click on "Membership"

- GA PTA Website (www.gapta.org)
 - Go to "For PTA Leaders" and click on "Membership"