CHECKLIST:

YOUR BACK-TO-SCHOOL MEMBERSHIP DRIVE

* Form a membership committee. More people means more ideas!
* Develop a plan for the entire year for attracting new members and retaining current members.
* Establish goals that are ambitious, but attainable.
* Assign specific tasks to team members and dates for their completion.
* Make everyone feel welcome, and provide ongoing training.
* Model inclusiveness, particularly on your membership committee. Your PTA should mirror the demographics of your community.
* Make use of key resources, membership brochures, and information on PTA websites www.wastatepta.org and www.pta.org
* Create flyers and takeaways to be used at events, publish in newsletters, or send home with kids.
  + Include contact information so interested individuals can contact your PTA about joining.
  + Draft a letter or invitation from your president
  + Prepare a "why you should join PTA" flyer to sell the value of PTA membership.
* Use every PTA or appropriate school event to recruit members. Have a membership table and materials at every school and PTA event.
* Make it easy for new people to join by ***asking*** them to become members
* Design a visual representation of your growing membership for display at your school, and publish or announce your membership count in newsletters.
* Include articles about membership and a clip-out membership form in every issue of your newsletter or the school newsletter throughout the year.
* Collaborate with other PTAs that have been successful in their membership efforts to identify best practices you can use in your PTA
* Evaluate and update your plan by seeking feedback from members about their reasons for belonging (or thinking about leaving).
* Celebrate your membership growth!