DETAILED PLAN TO ACCOMPLISH MEMBERSHIP GROWTH GOALS *(review the Addressing Membership document for guidance & the sample Membership Growth Plan)*

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| **Goal** | **Action Steps/Plan Details with Mid-Goal Benchmarks (3 minimum)** | **Timeline (per action step)** | **Team Lead (list first) and Member(s)**  | **Budget** | **Status****(per step)** | **Completed****Date** |
| Increase Year over Year (YOY) Membership by 2% | * Provide each unit their year-end membership # and three-year history if available
* Provide each unit average # members for schools of their size
* Provide each unit their 2% goal #
* Provide each unit stretch goals # (5% and 10%)
* Provide membership retention training at summer leadership training
* Provide membership retention training webinar
* Provide resources for membership campaign ideas, share value of PTA -weekly post to social media on Membership Monday
* Promote Membership E-learning course- promote in monthly newsletter, on social media and link on website under membership resources
* Promote Membership awards w/incentives (each milestone met gets PTA an entry for 2 free registrations for state convention)
	+ Early Bird award- 75% of membership from previous year by Oct 31
	+ Mid-Year Challenge - 100% of membership from previous year by Feb 28
	+ Reach 2% increase goal by convention
	+ Reach 5% increase goal by convention
	+ Reach 10% increase goal by convention
* Check-in with each unit membership chair
* Share unit progress and progress of all units in newsletter (promote competition)
 | By Aug 1By Aug 1By Aug 1By Aug 1By Sept 30 By Nov 30Weekly – on Mondays/OngoingMonthly/OngoingOngoing/ Oct 31 & Feb 28 and Convention key deadlinesMonthlyMonthly | Mship Chair (lead), office staff & RDsMship chair/ committee & select units w/high mshipMship Chair/ committee & Comms ChairComms ChairMship Chair (lead), office staff & RDsR/D/Cs Mship & Comms Chairs | Staff timeN/AN/APotential Staff time$300 - Cost of 2 regs for State Conv.N/AN/A | 100%100%100%100%50% complete10%20%20% | Aug 1Aug 1Aug 1Aug 1 |
| Charter 9 new PTAs | * Identify school district with best possibility of growth
* Schedule appointment to meet with superintendent to obtain support
* Meet with principals of non PTA schools to assess need and interest in organizing a PTA. Since all schools identified may not join, identify 13 schools to work with.
* Meet with established parent groups to share value of PTA
* Follow up with parents and principals to schedule information/charter meetings
* Assign mentor team to newly chartered PTAs
 | By Aug 1Sept 1Sept 30Nov 30Ongoing – As neededOngoing – through first election | Mship Chair & Outreach TeamOutreach TeamOutreach TeamOutreach TeamOutreach TeamOutreach Team & Strong local PTA leader | N/AN/ATravel ExpensesTravel ExpensesN/AN/A | 100%100%60% | Aug 15Sept 15 |
| Decrease by 25% the number of units reporting the minimum number of members  | 1) Obtain list of all units reporting minimum # of members for the past 1, 2 and 3 years.2) Create a challenge with prize, pitting these units against each other: one chance for every 5 members over the minimum.3) Draft and email to unit noting the minimum and offering them help regarding ways to grow membership.4) Special recognition or shout out to units in newsletters, on website or in social media who move beyond minimum.5) Set up webinar/conference call with special invitation to these units to allow them to network and share. State to provide membership tips.6) Outreach from RD and council leaders offering assistance.7) Letter/email recognizing growth OR new email or personal phone call noting no growth with offer to come to the unit (tell us your next meeting) to help provide tips. 8) Recognition of all challenge winners at convention. | 1) 8/15/172) 9/1/173) 9/1/174) 10/30, 12/1, 1/30, 3/1, 4/15, 6/15) develop content by 1/1, call by 1/316)talking points by 11/15, calls done by 12/157) 3/1/17, visits by 4/1/178) 4/15/17 | 1) Office2) Mship Comm w/SP3)Mship Comm4) social media chair, website chair5) Mship Chair, SP, VP Leadership6) Mship Chair & RDs7) Mship Comm, SP8) Convention Chair, SP, Mship Chair | Staff timeCost of prizes TBDN/AN/AN/AN/AShipping?certificates | 100%100%100%10% | July 15Aug 20Sept 3 |
| Collect Membership Data for 30% of all our members | * Determine how much data we currently have collected. We estimate 15% but confirm by reviewing actual data as compared to # of members.
* Determine information to ask for– (ex. First Name, Last Name, Unit #, School Name, email address, address, leadership position, if not in a leadership position list as a member)
* Create an excel template to send to all units to collect membership data.
* Send the Excel collection template monthly to all units with reminders and tips.
* Develop an incentive plan with a communication strategy – each unit who sends in 30% of their individual membership information by December 31, get name put into a drawing for 1 free registration for state convention or leadership training or a $100 credit or a
* Combine all unit submissions into one excel file in order by: Unit #, School Name, by member last name, first name
* On a monthly basis evaluate % of individual data collected vs. total member numbers
* Develop a compressive plan on how to effectively use the member data. Send invitations to sign up for our newsletter, follow us on FB or Pinterest. Send them links to the state and national website. Send information on our upcoming trainings, hill days, convention, reflections, scholarships, etc. Send them information on e-learnings.
 | July 1July 15July 30MonthlyAug, Sept, Oct, Nov Dec – Announce all who hit 30% and the winner(s) in JanMonthlyMonthly | Mship Chair and comm.Mship Chair and comm.Mship Chair and comm.Mship ChairMship Chair and comm & SPTBDMship ChairMship Chair and comm, SP and Communications Chair | N/AN/AN/AN/ATBD based on prize(s) | 100%100%90%50%30% | July 15July 15 |

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| --- | --- |
| **APPROVER** | **DATE** |
| **State Membership Leader:** |  |
| **State President:** |  |
| **Executive Committee and/or Board** |  |

PLAN HAS BEEEN ARROVED BY:

Make copies as needed to develop additional membership goals.