



**THERE
IS NO
WRONG
WAY TO
PTA**

JOIN NOW

Virtual Membership Campaigns

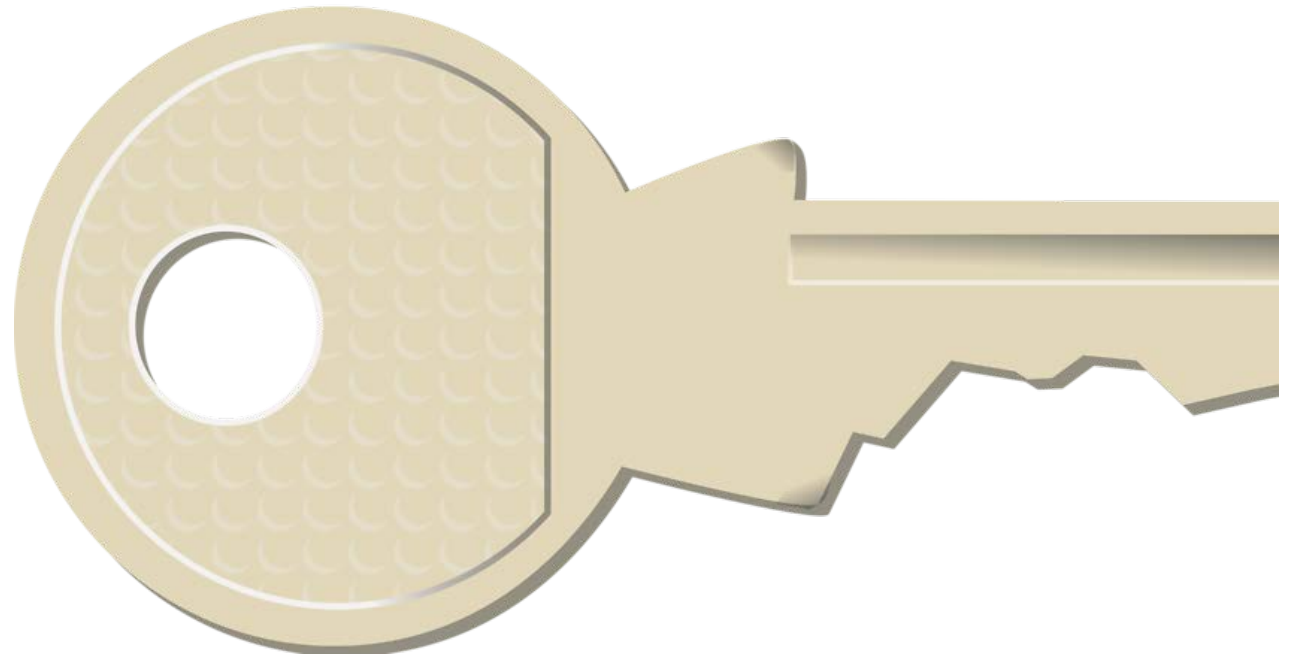
Mini-Training



PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



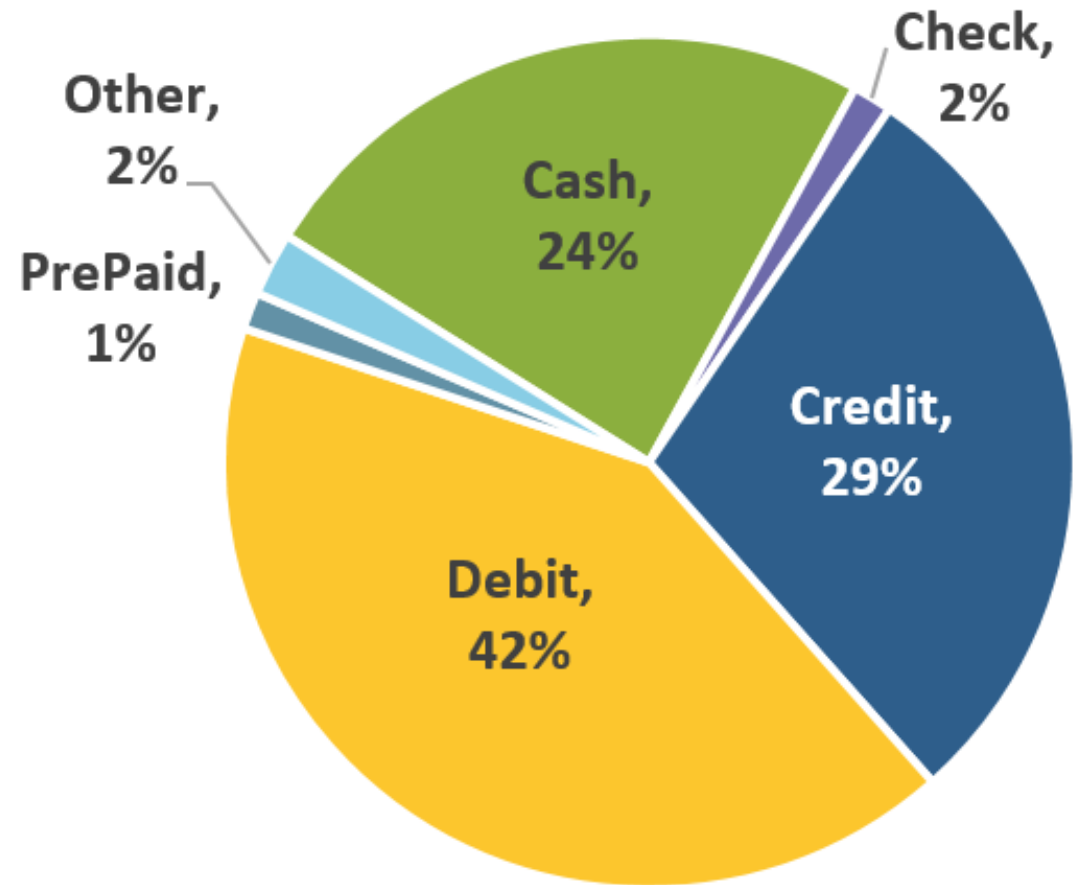
- Make it Easy to Join
- Make the Case for PTA
- Make an Effective Ask





2017 Payment Preference

Federal Reserve of San Francisco



Making It Easy

- Consult your State PTA.
- Explore your options available to your PTA.
- It is OK to spend PTA dollars on valid business expenses.
- The goal is to make it easy.



Make the Case for PTA

- Use social media
- Brand everything; use your PTA logo
- Value provided, impact on children and families
- Go low-tech, too
- Use Membership Campaign Toolkit



Ask, Ask, Ask

- PTA supports critical academic needs
- PTA gives voice on important issues
- PTA builds strong, inclusive and welcoming community



Make an Effective Ask

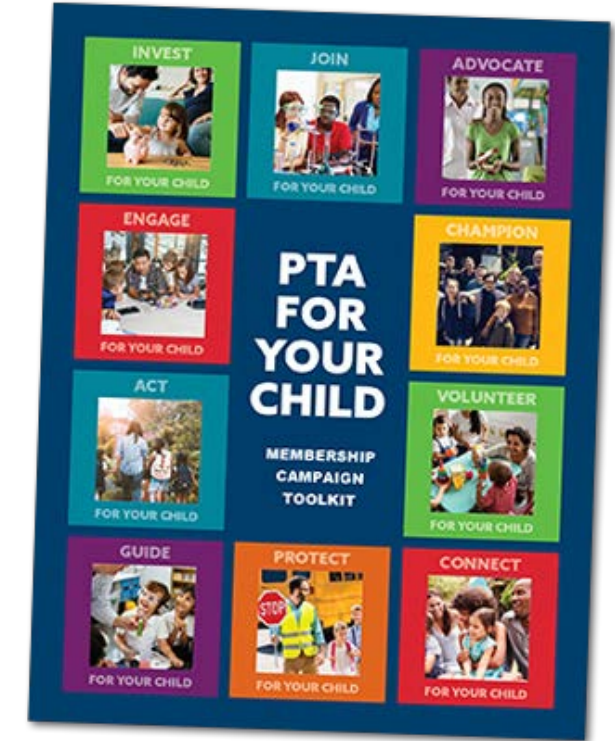
- Tell your PTA story – the why as well as the what
- This is how we PTA – Join us and show your support!
- Be strategic and deliberate in messaging value
- Implement a communications plan
- Motivate, incentivize and thank members
- Set a goal and involve your members



Make it Easy on Yourself

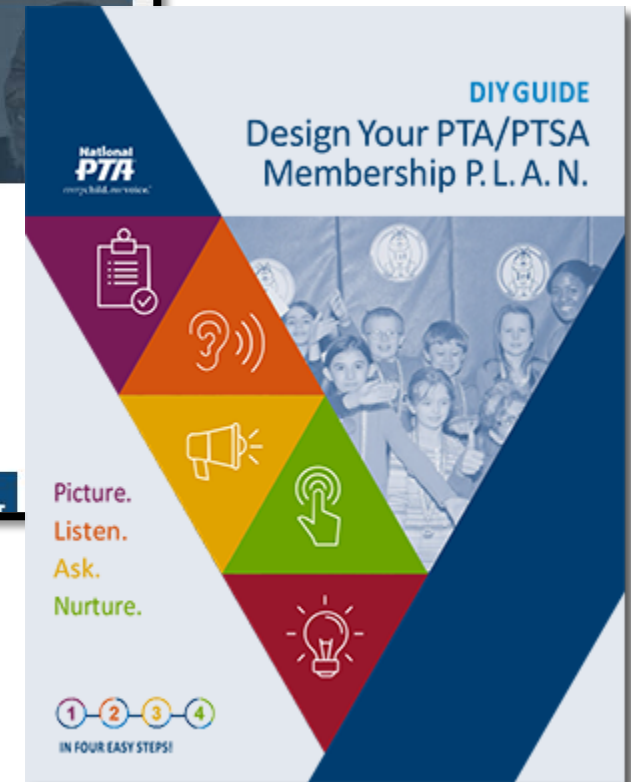
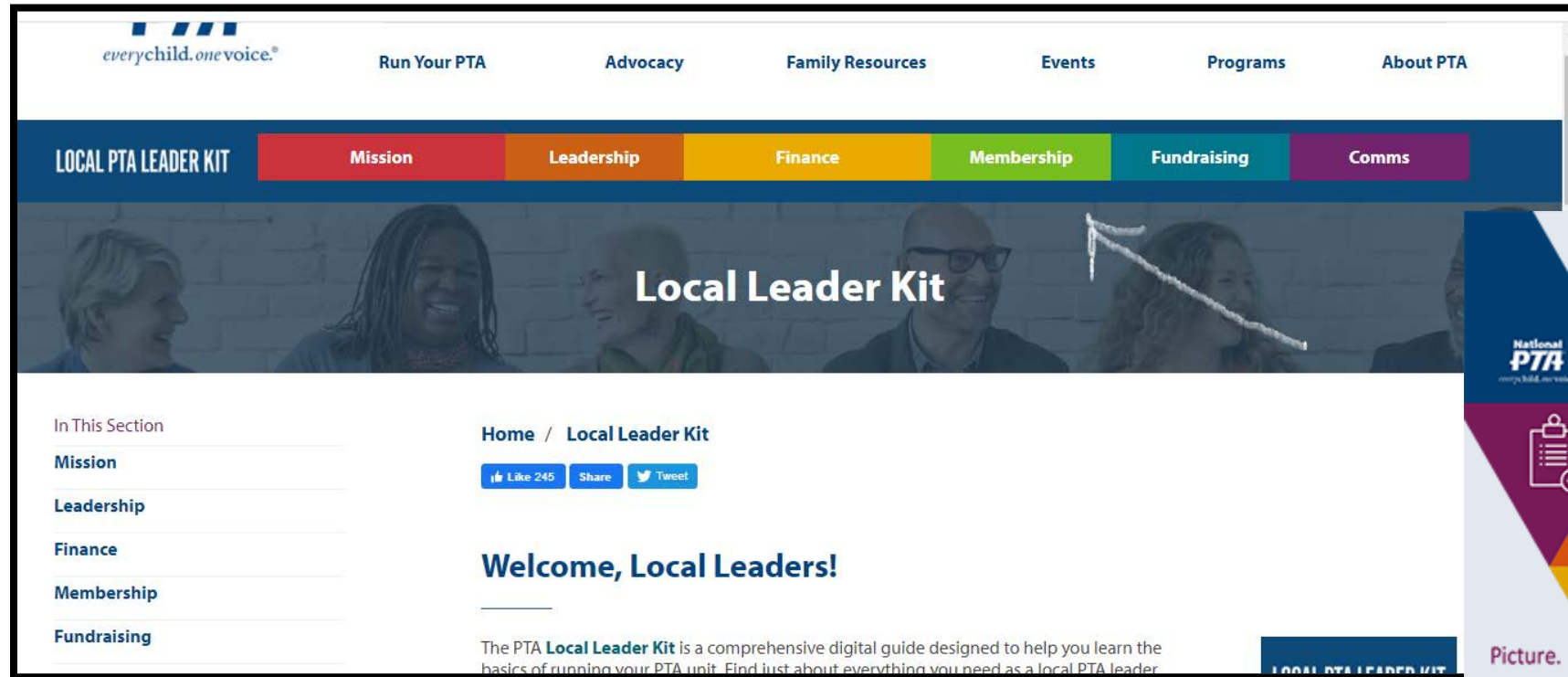
- Plan
- Involve your entire board
- Set simple goals
- Monitor progress
- Celebrate success
- Use all the tools available
- We got this!





Membership Campaign: pta.org/membershipcampaign

PTA Local Leader Kit: pta.org/localleaderkit





How to Make Joining PTA Easy

 JUNE 16, 2020 BY SUZAN YUNGNER  [LEAVE A COMMENT](#)



**JOIN FOR
YOUR CHILD**

**National
PTA**[®]
everychild.onevoice.®

One Voice Blog: <http://onevoice.pta.org/>





Join the PTA Local Leaders Facebook Group:
<https://www.facebook.com/groups/PTALeader>





membership@pta.org

#HowWePTA

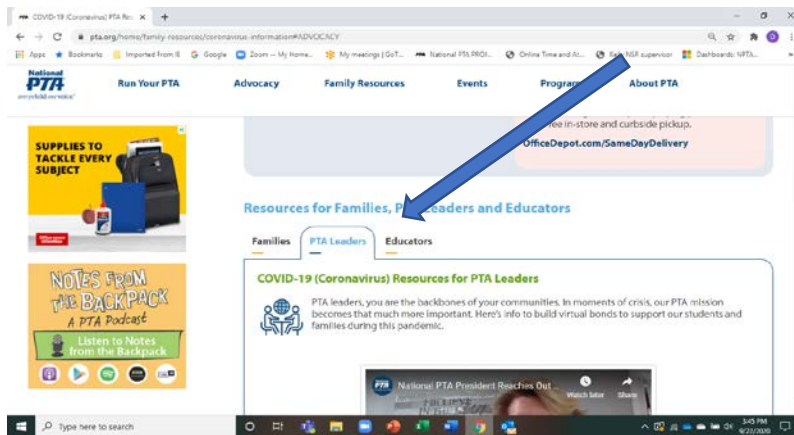
- Share a video (1 minute or less)
- Share an idea via email
- Provide your name and your PTA's name, city and state

Additional Resources

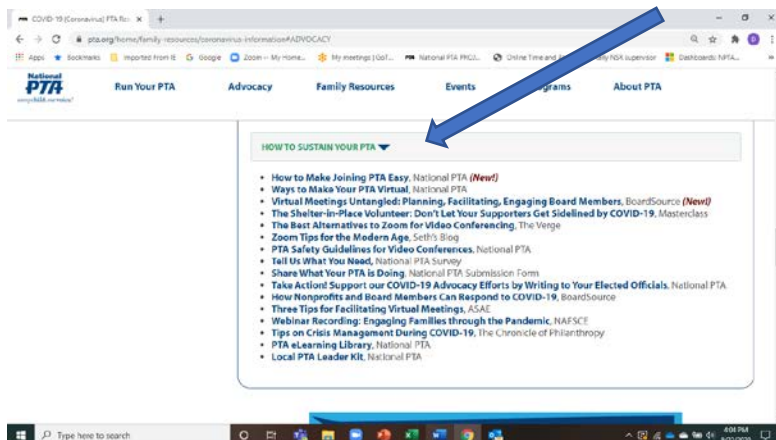
National PTA-compiled list of resources amassed from PTA and from other nonprofits to help you govern and grow your PTA:

<https://www.pta.org/home/family-resources/coronavirus-information#resources>

scroll half-way down the screen and click on the PTA Leaders tab in the Resources for Families, PTA Leaders and Educators.



Then scroll down in that area to How to Sustain Your PTA and use the pulldown menu to see all these great PTA-in-a COVID-World resources including Zoom tips, How to PTA Ways to Make Your PTA Virtual, How to Make Joining PTA Easy, Zoom Tips, Best Alternatives to Zoom, Tips for Facilitating Virtual Meetings, etc.:

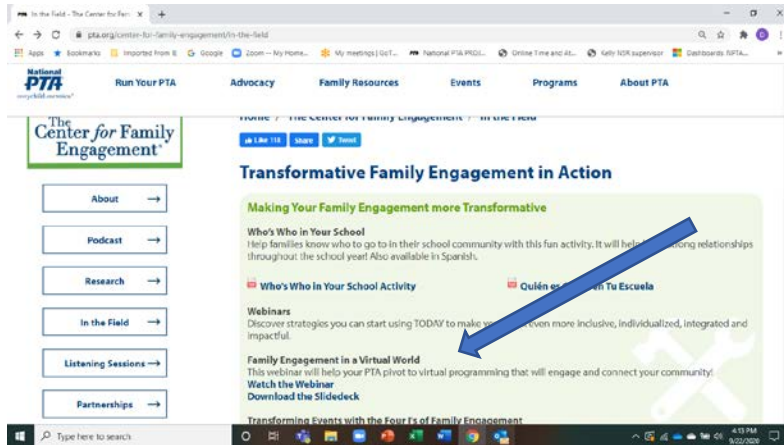


The Center for Family Engagement

Go to National PTA's The Center for Family Engagement for practical ways your PTA can engage parents and community in a virtual setting:

<https://www.pta.org/center-for-family-engagement/in-the-field>

Click on the webinar, Family Engagement in a Virtual World.



PTA Blog Posts

How to Make Joining Easy: <http://onevoice.pta.org/how-to-make-joining-pt-a-easy/>

- *Tips for PTA membership growth in virtual world.*

How to Get the Technology Your Local PTA Needs: <http://onevoice.pta.org/local-pt-a-technology-needs/>

- *Tips for how to find free or low-cost technology solutions for PTAs to operate in a virtual world.*

How to Show Your PTA Value to Sustain and Grow Membership: <http://onevoice.pta.org/show-your-pt-a-value-to-sustain-and-grow-your-membership/>

- *How to host virtual programs, stay connected virtually, and use available resources.*