

## What You Need to Know about Zooming into Membership – Q&A

### Q: What is Zooming into Membership?

A: Zooming into Membership (ZIM) is a series of regularly-scheduled, membership-focused videoconference events focused on sharing and celebrating membership growth success. It is a way to build a community of volunteer leaders among all levels of PTA leaders who support and celebrate each other. Most importantly, ZIM is a way to grow PTA membership.

### Q: Who can host a Zooming into Membership Events?

A: ZIM events have been designed to be hosted by state, region, district, and council PTAs who want to grow PTA membership and connect with leaders of the PTA they serve in an informal, fun, interactive and virtual way.

### Q: Who can present at Zooming into Membership Events?

A: The featured presenter(s) at each ZIM event is one or more local PTA's leaders. The PTA should be one that is growing, engaging members and community, and demonstrating PTA value. In addition, to show the value and connectedness of all levels of PTA, ZIM events should include membership tips and resources from national, state, region, district, and council PTA and when possible, these should be presented by PTA leaders from those levels.

### Q: Who would attend a Zooming into Membership Event?

A: The primary audience for Zooming into Membership is local PTA leaders. If a state PTA hosts the event, region, district, and council leaders will also benefit from attending.

### Q: How long do Zooming into Membership Events last?

A: The ideal ZIM event takes about 45 minutes and is never more than an hour.

### Q: What happens during a successful Zooming into Membership Event?

A: A positive, affirming, and encouraging environment leading to a highly-interactive sharing of ideas and celebration of membership success. Membership tips and resources are shared and "experts" from all levels of PTA assist and learn from each other during a fast-paced exchange of ideas.

### Q: Is Zooming into Membership a training event?

A: No. ZIM is not a meeting or a training event. ZIM attendees should not be in listen-only mode for most of the event, they should be engaged sharing, and asking questions.

### Q: Why would my PTA want to do Zooming into Membership? What are the primary objectives and goals of Zooming into Membership?

- A:
- 1) Membership growth.
  - 2) An increase and enhancement in the connections among PTA leaders at all levels of PTA.
  - 3) Growing a community of PTA leaders focused on growing membership.

4) Increasing awareness of the value of PTA and its resources and demonstrating the value of PTA.

**Q: What are the responsibilities of the Host PTA (district, council, region or state PTA)**

A: The Host PTA board must assume responsibility for ensuring a series of regularly-scheduled events occur. While a team can be created to handle ZIM tasks, the Host PTA board must ensure accountability and follow-through, as well as cooperation among your PTA board members. Frequent cancellations or rescheduling cause loss of momentum and diminish the effectiveness of Zooming into Membership. Here are several key items the Host PTA is responsible to do:

- Provide a Zoom-type platform to conduct the ZIM events. Look for a platform that allows customized registration.
- Hold at least three ZIM events, evenly and strategically spaced.
- Designate one “lead” for the project, preferably not the PTA president, and ensure that person has decision-making ability, and create a team of PTA leaders with varying skills to support ZIM efforts.
- Create, approve and support a calendar and a communications plan to promote the events using a variety of PTA communication channels (i.e., website, newsletters, Facebook, Twitter, etc.).
- Ensure multiple members of the Host PTA participate in each ZIM event.
- Define “success” and how success will be evaluated and determine what membership data is available to benchmark local PTA growth, and what outcomes will be tracked.
- Assess perceived value of the ZIM events,

**Q: Will National PTA help provide support if my region, district, council, or state PTA commits to doing the Zooming into Membership Project?**

A: Yes. Upon request, National PTA will answer questions, review your presentation, and offer suggestions, and share ideas from previous successful ZIM events. National PTA will also provide National PTA resource and tip slides for your PowerPoint and, if given at least two weeks’ notice, provide a staff member to present the National PTA slides during your Zooming into Membership events. To seek help, contact the Membership Outreach Team at [membership@pta.org](mailto:membership@pta.org).