



Section 3: Week 1 Activities and Challenges

Jump-Starting Membership in the New Year

Activity Priority

MUST

Do MUST activities first, as they are the building blocks to a strong and healthy PTA.

SHOULD

Look to do SHOULD activities after you complete all or most of the MUST activities.

COULD

Focus on the COULD activities when you have the capacity to go above and beyond. COULD activities have the potential to take your PTA to the next level.

Activity/Challenge	Time	Priority
<p>1. Share your PTA’s successes in the mid-year email and report templates and make the ask to your community to join!</p> <p>A. Watch Membership Minute Tip #6 and schedule a planning meeting to plan your mid-year membership drive.</p> <p>B. Download the Midyear Status Letter/Email template (<i>template is about halfway down the webpage</i>) and be sure to:</p> <ul style="list-style-type: none"> • Personalize it by adding your PTA accomplishments and contributions so far this year, • Thank your PTA members for joining, supporting or investing in the PTA mission, • Thank all the people who have volunteered their time and talents to support the work of PTA and share member benefits, • Share upcoming events. <p>C. Download the Midyear Report Template (<i>template is about halfway down the webpage</i>) and be sure to:</p> <ul style="list-style-type: none"> • Add your PTA’s accomplishments, activities, events, outreach and/or meetings and it’s purpose/impact, • Add photos of your PTA events/activities, • Then share your report to businesses and community members who have supported your PTA/PTSA so that they can see the impact of their support. If they haven’t joined yet, ask them to join your PTA/PTSA, too. • Sample report available for guidance 	<p>5 minutes</p> <p>20-30 minutes</p> <p>20-30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>



<p>2. Tie every invitation to a demonstration of the value you bring to your community, it is the easiest way to ask people to join your PTA/PTSA!</p> <p>A. Share photos from 1 event or activity your PTA hosted on social media and impact it had on the community with an ask to join.</p> <p>B. Share photos once a week this month from events/activities your PTA hosted on social media and impact it had on the community with an ask to join.</p> <p>C. Make it habit and schedule posts for the rest of the school year.</p>	<p>10 minutes</p> <p>25 minutes</p> <p>25-30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>3. Promote your membership goal to grow membership. Remember you set a membership goal in week 1 of section 1.</p> <p>A. Customize the DIY-Membership Goal Poster in the DIY Membership kit and hang it in a high-traffic location (i.e social media, car-rider line, school lobby, community center, etc.). Celebrate your progress toward your membership goal— recognition of who has joined will help to attract even more support!</p> <p>B. Challenge each board member to recruit 5 new people and renew 5 previous members. The number one reason people don't join is because they were not asked.</p>	<p>20 minutes</p> <p>30 minutes</p>	<p>MUST</p> <p>SHOULD</p>

Have Questions? Email us at membership@pta.org.

Section 3: Week 2 activities coming January 19