



Section 3: Week 2 Activities and Challenges

Make it Easy and Quick to Join

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. Be creative on where you add your join link and/or join QR code. It's no good having lots of great resources, events, and member benefits, if people can't find you online or in community spaces to join your PTA.</p> <p>A. Place your QR code to join on a flyer and post in community spaces where it can be seen by others.</p> <p>B. Add your join link to your PTA's email signature to join, invest, support with a link.</p> <p>C. Is there community/neighborhood/school/homeroom E-newsletter? Ask if you can add your join QR code or link with a message.</p>	<p>10-15 minutes</p> <p>5 minutes</p> <p>15-20 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. Clear Signposting. Make sure you direct people to where they need to be quickly and efficiently, once they've made it to your website or social media page.</p> <p>A. Add a big button to Join on every page of your website and/or social media page.</p> <p>B. Add the Join button in different languages of your community.</p> <p>C. Make sure your join button has digital accessibility. Buttons are one of the primary ways people interact with websites, so they must be accessible for people with disabilities. Make sure your buttons have distinctive shapes, high color contrast, and clear labels.</p>	<p>10-20 minutes</p> <p>20 minutes</p> <p>30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>



<p>3. Easy online sign-up process. Minimize barriers to joining.</p> <p>A. Only request mandatory information at the join stage. You can get additional information later.</p> <p>B. Provide people with flexible payment options – by credit card, direct debit, check or cash.</p> <p>C. Follow up with those who completed the membership form. Your relationship with your members begins with your membership form.</p>	<p>10 minutes</p> <p>30 minutes</p> <p>15-30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>4. Recruitment ideas in-person or online.</p> <p>A. Host a “bring a friend” meeting or event or work the car-rider line. Tell everyone what PTA does, why their support matters and invite them to join.</p> <p>B. Speak at a School Board Meeting during public comments section and share all the great things your PTA does and ask them to join.</p> <p>C. Call prospective members. The old-fashioned way of chatting can feel more personalized than other digital means such as emails or social media posts.</p>	<p>15-30 minutes</p> <p>15-30 minutes</p> <p>30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>

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

Section 3: Week 3 activities coming January 26