



## Section 4: Week 3 Activities and Challenges

### Start your Membership Renewals Now!

#### 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. Automate your membership renewal process. Members simply forget to renew, and automating is one of the best ways to address this issue.</p> <p>A. Offer auto-renewals if you have an online join platform that allows members to automatically renew their membership each year.</p> <p>B. Post the <a href="#">PTA Membership Myth &amp; Truth #6</a> square “<i>Myth: PTA membership never expires. Truth: You need to join every year...</i>” to ask members to renew now. Schedule this post every week till the end of the school year on all your social media channels.</p> <p>C. <a href="#">Create a QR code</a> for your online or paper membership form and post the QR code everywhere asking members to renew.</p>	<p>15 minutes</p> <p>15 minutes</p> <p>15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>2. Improve your membership renewal ask with these tips!</p> <p>A. Use the <a href="#">sample renewal letter/email</a> to recap your PTA’s events, resources provided and activities held for the year and be sure to ask your members to renew. Share in multiple ways - emails, social media and online.</p> <p>B. Schedule 5 personal phone calls from your board and volunteers to your PTA members. A call can be a great way to show members that they’re valued.</p> <p>C. Send out a <a href="#">member needs/satisfaction survey</a> using your email, newsletter, social media accounts and/or website with an ask to renew.</p>	<p>15 minutes</p> <p>15 minutes</p> <p>20 - 30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>

Have Questions? Email us at [membership@pta.org](mailto:membership@pta.org).