



Section 3: Week 2 Activities and Challenges

Make Joining Effortless

<p style="text-align: center;">Activity Priority</p> <p style="text-align: center;">MUST</p> <p style="text-align: center;">Do MUST activities first, as they are the building blocks to a strong and healthy PTA.</p> <p style="text-align: center;">SHOULD</p> <p style="text-align: center;">Look to do SHOULD activities after you complete all or most of the MUST activities.</p> <p style="text-align: center;">COULD</p> <p style="text-align: center;">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.</p>		
Activity/Challenge	Time	Priority
<p>1. Recruit members through your website and/or social media page. It's no good having lots of great resources, events, programs and member benefits, if people can't find you online to join your PTA.</p> <p>A. Add a "Join Us" section to your website and/or to your "about us" section of your social media channel.</p> <p>B. Encourage members at your next meeting to share the PTA's social media posts. This will ensure your PTA's posts show up in their friends' feeds. Make sure all your posts have your join link.</p> <p>C. Add the Join button in different language of your community and 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>5 minutes</p> <p>15-20 minutes</p>	<p style="text-align: center;">MUST</p> <p style="text-align: center;">SHOULD</p> <p style="text-align: center;">COULD</p>
<p>2. Clear Signposting. Make sure you direct people to your join page quickly.</p> <p>A. Add your join link to your PTA's email signature to join, invest, support with a link.</p> <p>B. Place your QR code to join on a flyer with a message and post it in community spaces/school/homeroom newsletter/businesses where it can be seen by others.</p> <p>C. Share PTA information with new families. Do local realtors give welcome information when someone moves to your area? Ask them to include your information flyer.</p>	<p>5 minutes</p> <p>15-20 minutes</p> <p>30 minutes</p>	<p style="text-align: center;">MUST</p> <p style="text-align: center;">SHOULD</p> <p style="text-align: center;">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, Apple Pay, Google Pay, check or cash.</p> <p>C. Set-up automatic renewals. Check in with your state PTA if their online platforms allow for automatic renewals. Keep more members for life.</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. Recruit members in-person or by phone.</p> <p>A. Host a “bring a friend” meeting or event or work the car-rider line. Tell everyone what PTA does using your elevator pitch, why their support matters and invite them to join. You can sign people up at meetings or events or collect emails at the car rider line to follow up with them to sign up.</p> <p>B. Speak at a School Board Meeting during the public comments section and share all the great things your PTA does and ask them to join. You can collect emails at the meeting to follow up with them to sign up.</p> <p>C. Launch a telephone outreach campaign to call former and/or prospective members. Remind them of the mission and how valuable their membership would be! The old-fashioned way of chatting can feel more personalized.</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 Live Zoom Event
Tuesday, Jan 23rd, 8-9pm Eastern Time
[Sign up Today!](#)