



Section 4: Week 1 Activities and Challenges

Start your Membership Renewals Now!

Activity Priority		
<p>MUST</p> <p>Do MUST activities first, as they are the building blocks to a strong and healthy PTA.</p>		
<p>SHOULD</p> <p>Look to do SHOULD activities after you complete all or most of the MUST activities.</p>		
<p>COULD</p> <p>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. Streamline your PTA’s membership renewal process. It should be easy for someone to renew their membership.</p> <p>A. Set up a form to accept membership for next year.</p> <ul style="list-style-type: none"> • Paper form (word document) • Online form (i.e. google form) • Membership Platform - Contact your state PTA on how to set it up. <p>B. Create a QR code that directly links to your online or downloadable (pdf or Word) membership form and post the QR code everywhere asking members to renew.</p> <p>C. Make your PTA’s renewal online or paper form quick to access on your website and/or social media channels to boost the likelihood that members renew. Start by adding your join link to National PTA website.</p>	<p>15 - 20 minutes</p> <p>15 minutes</p> <p>15 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. Streamline membership renewal reminders and follow-ups.</p> <p>A. Set-up automatic membership renewal reminder emails 30 days before membership expires.</p> <p>B. When a member re-enrolls, set up a follow-up receipt that includes a thank you, their member details and some language about their benefits.</p>	<p>30 minutes</p> <p>20-30 minutes</p>	<p>MUST</p> <p>SHOULD</p>



<p>C. Celebrate Renewals. Share on social media this many members joined for next year with an ask for others to join as well.</p>	20 minutes	COULD
<p>3. Improve your membership renewal ASK by tying it to the value of PTA.</p> <p>A. Use the sample renewal letter/email 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. Post the PTA Membership Myth & Truth #6 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. 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>15 minutes</p> <p>15 minutes</p> <p>20 - 30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>

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

Section 4: Week 2 activities coming April 9