WHAT IS NATIONAL PTA DOING TO HELP GROW MEMBERSHIP?

National PTA is here to help all PTAs (local, district, council, region, state) grow and retain membership. We provide resources, personalized outreach, programs and training to help PTAs learn how to promote the value of PTA and embed/connect membership into everything you do throughout the school year.

Resources

National PTA offers 400+ free membership resources for all PTAs! Here are a few highlights….

- **Membership Minute Video Series** (2024 TRENDY Award, Association Trends) that includes quick and effective membership ideas and best practices
- **You Belong in PTA Toolkit** (2023 TRENDY Award, Association Trends) for PTAs to develop their own membership pitch and campaign
- **Membership Campaign** tools to highlight PTA’s value and impact
- **125 Ways to Increase Membership** and **10 PTA Myths and Truths** for membership recruitment
- **Membership Articles and Templates** to help PTAs show their value, increase retention and grow membership
- **Thrive** online membership courses and dozens of additional training videos
- **Zooming Into Membership (ZIM)** where state, district, council, regional PTAs can share how their PTAs connect with local leaders about membership in a virtual space
- **4-Step Membership Outreach Toolkit** for state PTAs to make 1:1 outreach calls to local PTAs, to offer support, learn about successes/challenges and encourage them to submit membership to their states

National PTA Membership Support

- **National PTA Membership Committee** provides monthly outreach to state PTAs, Membership Facebook Groups, quarterly state membership Zooms and membership workshops
- **1:1 Outreach Calls** by staff, board and national governance to thank PTAs for their volunteer efforts, learn about their activities, share National PTA resources and encourage them to submit their membership to their states

**IMPACT:**
- 1K+ local PTAs contacted each year
- 47K additional memberships submitted, netting thousands of dollars to state PTAs
- **State-to-State Report** shares 8K+ pieces of data analyzed annually to provide invaluable insights for strategic planning
- **State Portals** (2022 National Innovation Award, Protech Associates) that dynamically filter and display state-specific leadership and membership data with downloadable reports and additional resources
- **State Membership Toolkit** to empower state PTAs to plan and track membership growth

State PTAs (Including Districts, Councils and Regions)

National PTA supports state, district, council and regional PTAs with tailored strategies to empower them to support local PTAs and well-rounded education for every child.

- 4.6K+ users of National PTA’s **State Resource Bank**, a clearinghouse of state resources, examples and best practices on how to run your PTA
- National PTA has held **1:1 Data Office Hours** with 39 state membership teams to discuss state-specific data and resources with other membership leaders to support targeted membership growth and retention
- 36 states (200+ leaders) have participated in **Membership Mania** to take advantage of the resources designed for them to support local PTAs

Local PTAs

The heart of membership happens locally. National PTA supports local PTAs with a range of online training and engagement opportunities with other leaders.

- 44.6K+ leaders received National PTA onboarding emails this school year to introduce resources, tools and community support available to them at the national level
- 11.9K+ leaders engage on the **PTA Local Leaders Facebook Group**, a nationwide network of passionate PTA leaders asking questions, sharing ideas and supporting each other
- 2.6K+ leaders from 50 state PTAs have participated in **Membership Mania** (since 2022), a nine-month journey of networking, engagement and skill development to grow membership

© 2024 PTA. All rights reserved. *PTA and everychild. one voice* are registered service marks of the National Congress of Parents and Teachers.