

This list is comprised of different ideas PTAs used to get 100% staff membership in 2019-2020. Each PTA did a selection of these ideas. If earning 100% staff membership is a new goal for your PTA this year, decide with your board which items on the list you want to do and work as a team to get them done.

Identify your Partners

- Get support from your principals and support staff
- Does your PTA have a teacher/staff liaison?
- Are you including and supporting ALL staff?

Make the Most of Opportunities

- Create a communications plan to coordinate what is posted to social media on a regular basis
- Take every opportunity to talk with staff
- Give parents the opportunity to sponsor teacher/staff PTA memberships
- Keep your website fresh and informative

Show Appreciation and Value

- Create “Proud PTA Member” signs or stickers for teachers and staff to display
- Create a virtual sticker or frame for social media and email use
- Have a special reward when the 100% staff goal is met
- Personal “Thank You” cards or in-person greetings
- Create a card listing perks for PTA members
- Create a “Thank You” video for the principal to share with all the staff
- Send out postcards with year-end totals

Create Opportunities

- Host a lunch/breakfast/coffee cart to promote membership
- Discount memberships for staff
- Membership drawing with a prize/incentive
- Create a packet or email with all the forms a teacher might need for the year from PTA; include a membership form, a grant request form, guidelines for grants, PTA meeting calendar, and a list of perks for PTA members

The three recommendations from all our award-winning PTAs are:

- Be welcoming!
- Communicate goals and the rewards for reaching goals
- Always have ways to join your PTA available, in paper or online