

GETTING MEMBERS HAS NOTHING TO DO WITH GETTING VOLUNTEERS



Members are people who have signed a form stating that they want to be members of your PTA as a sign of support for your school and in order to be represented by your PTA. Volunteers are people who are willing to commit their time to help your PTA succeed. A member can sign up to be a member and never attend a meeting or help at an event. A volunteer can help in the classroom, chaperone field trips, and assist with Picture Day without ever becoming a member.

Unfortunately, most PTAs continue to recruit members and volunteers at the same time which can be an ineffective strategy. Your PTA is not fooling anyone into signing up for a membership and then accidentally becoming a volunteer. A person will sign up to volunteer if they want to volunteer. However, by always presenting membership alongside volunteering, you are turning away a huge number of potential members who do not or cannot volunteer. If your PTA completely separates these two functions and clearly communicates that distinction in black-and-white terms, your PTA will see an increase in its membership.

ANY LIVING PERSON CAN JOIN YOUR PTA

If your PTA is not recruiting members in order to get volunteers, suddenly the pool of potential members has expanded exponentially. So who can join your PTA? Any living person!

Quite literally, as long as the potential member is human and alive, they can join your PTA. We do not discriminate based on geographic location, age, other PTA memberships, occupation, familiarity with the school or district supported by the PTA, or any other factor.

THE REAL REASON MORE PEOPLE AREN'T JOINING YOUR PTA IS BECAUSE YOU HAVEN'T MADE IT VALUABLE ENOUGH TO THEM

Most people can afford the cost of a PTA membership, but they don't see why it would matter whether or not they join. They lack a clear understanding of your PTA's impact on their life and well-being. Until they are enlightened about how much they are benefitting from and counting on your PTA, people will continue to spend their time and money elsewhere.

So How Do You Make It Valuable Enough To Them?

