

Does your PTA want to launch a new theme for its membership drive? Below is a long list of theme ideas to use in whatever way your PTA chooses. But before diving into the list, here are the three keys to getting the most out of your PTA membership drive theme:

1. A theme is beneficial for tying all of the different elements of your membership drive together, but the specific theme you choose isn't going to affect your results. Therefore, avoid getting bogged down by this decision. Just choose something...anything!
2. Deconstruct the chosen theme. Break the concept down into smaller pieces. List every part that makes up the whole, every related item that comes to mind, and every play on words. Then, brainstorm how to incorporate each part into every area of your drive. This is how a good theme becomes great!
3. Incorporate your theme into every communication. Whether it's an email, flyer, bulletin board, website, or Facebook page, take every opportunity to include several direct and obscure references to your theme.

Example: A PTA decides to use "horses" as its membership drive theme so they compile a list of everything that comes to mind when they think of horses. Their list includes things like horse race, horsing around, horseshoe, thoroughbred, horsepower, hay is for horses, wild horses couldn't keep me away, the Pony Express and horse-drawn carriages.

The PTA uses the list they've created as a checklist of sorts, making sure to build each component of their membership drive around one of the items on the list. Furthermore, the list provides horse references for them to include in all of their communications.

The final product might include some of the following "horse" references:

- "Stop horsing around and join the PTA!"
- A bulletin board displaying a horse race with each classroom represented by a different horse that travels toward the finish line as PTA membership grows.
- A raffle prize drawing for riding lessons.
- Introducing the board as the "horsepower" behind the PTA.
- A membership perk called "The Pony Express Line" that provides members with a dedicated registration line at busy events.
- School-wide incentive for reaching their membership goal could be pony rides at the PTA carnival.

PTA Membership Drive Theme Ideas

Food/Ice Cream

- Get the Scoop (ice cream)
- Stick with PTA (gumballs, gumball machine)

Sports/Teamwork

- Join the Team (baseball) Don't Strike Out
- Hit a Home Run with PTA
- The PTA is All In. Are You? (Seahawks, football)
- Be a Member of our Starting Lineup (Football)
- Get in the Game (each class is different sport)
- Olympics (winter or summer) Go for Gold

Grow/Garden

- Watch our PTA Grow (each class has its own vegetable for a display board)

- Help Us Grow (tree in school lobby is filled with apples representing membership)
- Be a Part of the Bunch (grapes)
- Reap the Rewards (harvest theme)
- Plant a Seed, and Watch Our Children Grow (flowers and trees growing)
- PTSA...Can you Dig It? (potted plants, seeds, gloves, and lawn tools)

Invest

- Invest in Children (piggy bank)
- Invite, Involve, Invest

Build

- Building a Better Community (Lego)
- Help Build a Strong Foundation
- Lend a Hand (handprints)
- Connecting Communities for the Future (Houses linked like puzzle pieces)

Treasure/Pirate

- Our Children – Our Treasure (Pirate Chest)
- Every Child a Treasure
- AARRR You Ready to Join? (Pirate Theme)
- Discover PTA's Treasures (Pirates, "Captain Kidd")
- Pot of Gold

Space/Flight/Balloons

- Soaring with Eagles
- Up, Up and Away (balloons)
- Blast Off to a New Year (space)
- Reach/Reaching for the Stars
- Marvin the Martian, PTA is Out of This World
- May the Membership Be With You... (Star Wars)
- Rising to New Heights (Hot Air Balloons)

Voice/Heard

- PTA – Your Voice in the School
- Let Every Child Be Heard
- Link up with PTA (Children and Adults "linked")
- Membership: The Heart of PTA
- Make It Happen, Make Your Vote Count
- PTA Wants You (Use presidential quotes)

Key

- You are the Key to PTA Success
- Carving Keys to Success / Unlock the Future

World/America/West

- Reach Across the World
- America / Uniting a Community
- PTA Membership: The Round-Up (Wild West theme)
- You Can Make a World of Difference...(globe)

Animals/Insects

- Wild for PTA (jungle, each class is different animal)
- Wagging Your Way Through PTA
- Bee a Part of PTA, Be Part of the (Wolf) Pack
- Take the Leap (animal/school mascot leaping)
- WHOOOOO can join PTA? (owl theme)
- Help Get Our Ducks in a Row. Join PTA today. (rubber ducks)

Race/Cars/Trains/Busses

- Get Our Motor Running (horsepower = members)
- Start Your Engines...The Race is On! (race cars)

- Zoom to Success (race cars)
- Route 66, Race to the Finish
- Hop on Board the Membership Train/Bus
- Sail Away with PTA (sailboat)
- All Aboard the PTA Express (train on tracks)

Showbiz/Adventure/Circus

- PTA Rocks (using gold and platinum records)
- Hollywood Stars
- Starz (Hollywood/Oscar campaign)
- Roll Out the Red Carpet
- It's Showtime! And You're the STARS of the show!
- Survivor
- Come Join the Big Top (circus)
- Be a Part of the Adventure (adventure theme)
- Make the "Magic" Happen (magic hat with rabbit)

Join

- Don't Delay...Join PTA!
- Smile, Join PTA (incentive smiley ball)
- Join Our Family Tree
- Join Your PTA...Enlist today! (patriotic)

Celebrations and Making Connections

- PTA - Where Do You Fit In? (puzzle pieces)
- Stay Connected
- Membership is One Piece of the Puzzle

Fitness/Dance/Movement

- Footprints Worth Following
- Let's Get Moving Into Membership
- Dance Into 2024
- The Right Step...for Our Children (footprints)
- Step Ahead with PTA (footprints)

Arts

- Painting a brighter future (paint palette)
- Every Note is Important (music theme)
- Use "Reflections" theme all year
- PTA - Paint a Brighter Future for Our Children
- Membership Sounds Good to Me (instruments)

Team/Together

- Be a Part of the Team, Better Together
- It Takes a Village
- Building a Better PTA, One Member at a Time

Miscellaneous

- Kids Are the Heart of PTA
- The Magic of Membership
- I'm in the PTA. What's your Superpower?
- Inching Your Way for PTA (ruler, tape measure)
- Get PTA Fever (thermometer theme)