INCREASING YOUR PTA'S OUTREACH

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THE BASICS - MEMBERSHIP

One of the most important duties of your PTA (from MDPTA): "Attract new members and retain existing members. A strong membership enables PTA to be a force in decisions involving the welfare and education of children. Your active leadership will help create strong programs in your school community and a strong commitment among your members."

One of the best ways to strengthen your PTA: keep members informed and motivated through ongoing communications, reaching out in different ways; offer opportunities to be involved; recognize people's contributions; have your PTA reflect the community it represents

PTA Council Membership
　　http://www.bcptacouncil.org/resources/membership/
Maryland PTA Membership Information
　　http://www.mdpta.org/bridge_membership.html
National PTA Membership Toolkit
　　http://www.pta.org/members/content.cfm?ItemNumber=3107

COMMUNICATIONS

Printed Materials: mailed or sent home with students
- ➢ Newsletter or a page in your school's newsletter
- ➢ Event flyers, PTA reminders as needed
- ➢ For elementary schools – create event stickers for young students to wear home

E-Newsletter: attach as pdf to an email or send via a web-based program
- ➢ Constant Contact – Groupvine – Mailchimp

Website/Online:
- ➢ Wordpress – Weebly - Wix
- ➢ Make sure your PTA website is linked to the school's website in the Parents Section; talk to your principal and school's webmaster!
- ➢ Even a page on your school's website will help people find you
- ➢ Create emails for the position for continuity (ex. lrhsptsapresident@gmail.com)

Facebook Info Page or Group:
> ➢ Create a page for public information or a closed group for parents/staff/possibly students to interact

Event/Volunteer Apps:
> ➢ Sign-up Genius; Rainedout (text program)

WRITING TIPS

TIP from the National PTA's Style Guide: "Keep it short and to the point. The first two sentences of your content should be short and give the reader all the key information they need to respond. People read their email the same way they read websites; they quickly scan them to determine its value and relevance. If you take too long to get to the point, they will not read it. Research shows that readers spend less than 51 seconds reading a complete e-newsletter."

> ➢ Highlight key information - don't send messages too often

PTA Branding and Web Guidelines:
> ➢ http://www.pta.org/about/content.cfm?ItemNumber=3097
> ➢ Create a PTA logo for your unit: remain compliant and unify your look
> ➢ PTA tagline: *every***child**.*one***voice**
> ➢ National PTA Back-to-School Kit's Communications Quick Reference Guide
> ➢ www.ptakit.org/Communications/index.aspx

OUTREACH

> ➢ **JUSTASK**; a PTA survey showed that the **NUMBER ONE** reason people don't join is that **they were never ASKED to!**
> ➢ Reach out to teachers (the "T" in PTA), students, community members - anyone can join your PTA!
> ➢ Be visible at Back-to-School Night and other major school events
> ➢ Have membership forms available in the school office; reach out to new families
> ➢ Increase activities, not meetings; hold productive, positive meetings – remember the 3-to-1 rule of programs and fundraising
> ➢ Integrate new members, keep them involved
> ➢ **THANK** members and recognize their contributions
> ➢ **Be responsive, listen, seek feedback**; what are people's needs and interests?