

GROWING YOUR PTA MEMBERSHIP

Monique Womack
VAPTA VP of Membership



Virginia
PTA[®]
everychild. onevoice.[®]

HELLO
MY NAME IS

Introductions

Name:

Unit:

Location:



Virginia
PTA[®]
everychild. onevoice.[®]

Virginia PTA Membership by the #'s

129,400- Members
(Goal 128,000)

902 Local Active Units

Chartered 12 new local units



**Virginia
PTA®**
everychild. onevoice.®

How to Start

Find/ Assign Membership Chair

- ✔ Setting a yearly membership goal
- ✔ Plan membership campaign or theme
- ✔ Lead membership recruitment efforts
- ✔ Arrange & advertise any membership benefits
 - ✔ Enroll members using Givebacks
 - ✔ Monitor monthly VAPTA Payments
 - ✔ Continue to recruit year-round
 - ✔ Form committee (if necessary)



Virginia
PTA[®]
everychild. onevoice.[®]

GOALS

GROWTH:

✓ 10% MINIMUM

✓ 20% STRETCH

✓ ***ALWAYS SHOOT FOR MORE!***



Virginia
PTA[®]
everychild. onevoice.[®]

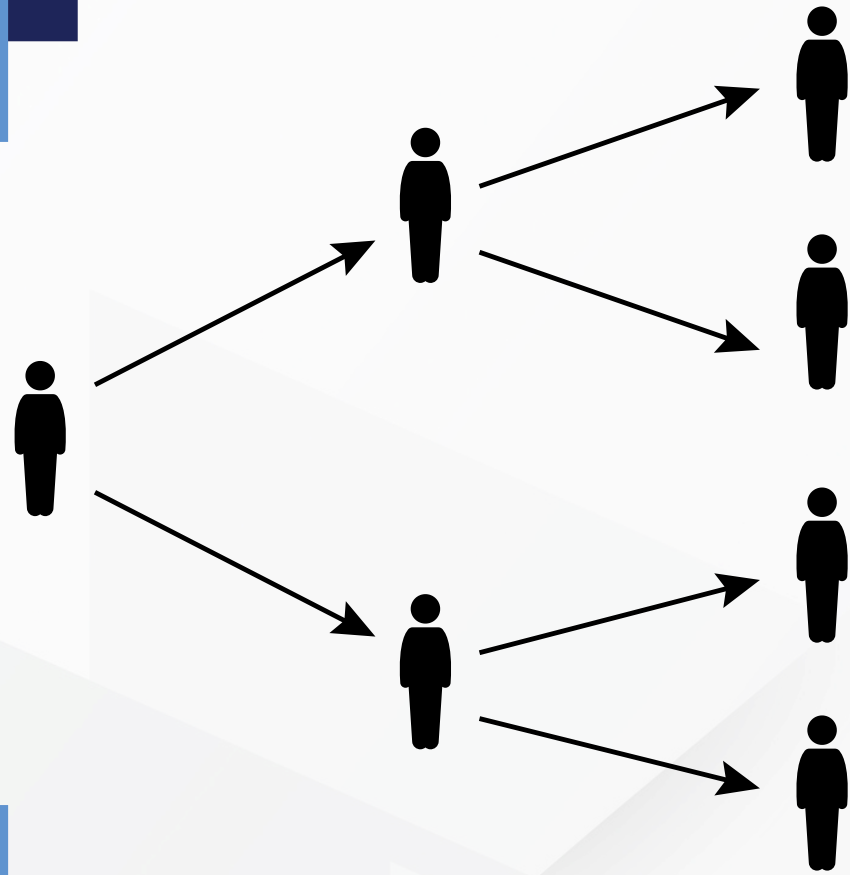
S.M.A.R.T.

PLANNING

WHO ARE YOUR MEMBERS?

PARENTS/ GUARDIANS
GRANDPARENTS & EXTENDED FAMILY
TEACHERS
STUDENTS/ LEGACY STUDENTS
COMMUNITY & PARTNERS

CITY COUNCIL MEMBERS/ SCHOOL BOARD MEMBERS
STATE DELEGATES AND SENATORS



Engaging your Members

TRANSLATE YOUR MATERIALS INTO OTHER LANGUAGES

MAKE CERTAIN EVENTS & MEETINGS ARE ACCESSIBLE TO EVERYONE

USE INCLUSIVE LANGUAGE--INVITE FAMILIES, NOT JUST PARENTS

**PROVIDE A SENSORY-FRIENDLY SPACE AT EVENTS THAT MAY BECOME
OVERWHELMING**



Tips for Great Events

VARY THE DAYS/TIMES OF YOUR EVENTS

HAVE AN ONLINE JOIN LINK AND CREATE A QR CODE FOR BUSY OPEN HOUSE NIGHTS

APPOINT A BOARD LIAISON TO DIFFERENT PARENT GROUPS
SEAC, GEAC, ELL, CTE ADVISORY, GRANDPARENTS

CHALLENGE ANOTHER SCHOOL TO A FRIENDLY COMPETITION

OFFER DISCOUNTS FOR MEMBERS TO EVENTS

RECRUIT A TEACHER LIAISON TO SERVE ON YOUR BOARD

ASK PERMISSION TO POST FLIERS IN COMMUNITY LIBRARIES



Middle & High School Tips

COMMUNICATE EARLY, OFTEN, AND EVERYWHERE!

HOLD MEMBER APPRECIATION EVENTS--SEND INVITES AND REMINDERS AHEAD OF TIME

ASK THE ART CLUB OR GRAPHIC DESIGN STUDENTS TO HELP DESIGN YOUR POSTERS/FLIERS

USE THE SCHOOL MASCOT IN PROMOTIONS

SEND A LETTER OF INVITATION SIGNED BY THE PRINCIPAL, STUDENT BODY PRESIDENT, PTA PRESIDENT, & MEMBERSHIP CHAIR.

INVITE A STUDENT REP FOR EACH GRADE LEVEL TO SIT ON YOUR BOARD

Quick Tips

MEMBERSHIP DUES: PER MEMBER IS \$4.75

MEMBERSHIP PAYMENTS ARE DUE ON/AROUND THE FIRST OF THE MONTH!

SOCIAL MEDIA IS YOUR FRIEND

UTILIZE GIVEBACKS TO THE FULLEST

NO/ EXTREMELY LIMITED CHECK PAYMENTS– MUST CHECK WITH VAPTA FIRST



QUESTIONS



RESOURCES

Virginia PTA:

<https://vapta.org/membership-milestones/>

National PTA:

<https://www.pta.org/home/run-your-pta/membership-resources>



**THANK
YOU**

**CONTACT INFORMATION:
MEMBERSHIP@VAPTA.ORG**

