

MEMBERSHIP CHAIR DUTIES

- Register online with LAPTA at LouisianaPTA.org/submit-officer-data-1.
- Regularly submit dues and membership rosters at LouisianaPTA.org/membership.
- Attend all meetings.
- Understand and share the value that a thriving membership brings to the school and community.
- Form a committee to help plan, recruit, and recognize members.
- Use National PTA's annual theme (*PTA For Your Child*) or develop your own messages.
- Invite every family and faculty member to join PTA.
- Provide repeated opportunities for people to join at every PTA event, on social media, and in all PTA communications.
- Distribute membership thank you notes with membership benefits listed at PTA.org to all members.
- Before each meeting, provide the Secretary with the most current membership roster.
- Frequently update your school families, local community, and businesses on progress toward your goal.
- Celebrate your membership successes with the school and on social media.

Setting Goals

LAPTA has a goal for each Local PTA Unit to grow by at least ten percent from the previous two year's average. Work with the committee to set recruitment goals to keep everyone focused and on track for success. Ask yourself how people will join. Some PTAs have online purchase options on platforms such as CheddarUp.com, plus traditional envelopes, Membership Packets, emails, social media, and more. Have sign-up tables at Open House or Meet the Teacher events. Continue to recruit throughout the year. Ask local businesses, extended family, local government, and community leaders. Make a good first impression to positively shape how members perceive PTA. This will set the tone to improve support, engagement, and membership renewal in future years.

Best Practices: How to Ask

When asked why they didn't join PTA, many people say, "Nobody ever asked me!" Whether completely accurate or not, what we know is we must ask repeatedly before everyone actually hears and joins. Your membership should reflect your whole community, so remember to ask everyone. Not everyone will come into the school, see the Facebook post, or find the invitation in their child's backpack, so remember to ask everywhere. People will need to see or hear your invitation multiple times before acting on it, so ask often.

Top 10 Reasons People Join PTA by Rank:

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| 1. Supporting my local school | 6. Connecting with parents and community leaders |
| 2. Taking an interest specifically in my children's education | 7. Supporting LAPTA's efforts to advocate on behalf of children |
| 3. Taking a general interest in the education of children | 8. Volunteering for a position in the local school |
| 4. Staying informed on local campus news | 9. Influencing or having a say on how funds are spent at my school |
| 5. Connecting with teachers and administrators | 10. Staying informed on state-wide educational news |

When figuring out how to inspire people to join, look at the reasons people said they joined and what they value the most. The research can also help us all be ready to answer the question, why should I join? More than 90% of members join because they believe it is a great way to support their child, the school, and the community.



- Join to support your child!
- Join to support our school!
- Join to support our community!
- Join so you can stay informed on what is going on at our school!
- Join to get better connected to our teachers and administrators!
- Join to meet other parents who value high-quality education!

One of the responsibilities of Membership Chairs is celebrating success. It is critically important to engage with members. When you are successful, shout it from the rooftops! People want to be a part of a successful group. Celebrating your success accomplishes two goals: appreciating members and aiding recruitment. Sharing accomplishments also reminds members that their PTA is part of a larger association that does care about them. Encourage members to participate by creating volunteer opportunities and providing programs that will be of value. Members indicated the number one reason they join PTA is to support their school. Give them the opportunity to have influence by joining, participating, and volunteering. Once they get involved in smaller ways, they may be comfortable with and interested in taking on a bigger role.