

Membership Campaign Implementation

The *PTA For Your Child* messaging and collateral materials are designed to support your current membership outreach strategy via the activities and communication channels you are already using to recruit new members and renewals. To kickstart your planning, we've outlined a campaign implementation checklist for you to build into the first 30 days of annual recruitment and to use throughout the year.

- View the Training Webinar:** Participate in the *PTA For Your Child* membership campaign training webinar for further details about the campaign. This training webinar is available on the National PTA's [website](#).
- Read Through the Campaign Toolkit:** Thoroughly review this toolkit and accompanying PowerPoint templates so you can understand how to incorporate the campaign messaging and visuals into all membership communications for your school community.
- Inform and Educate the Executive Board:** Share and review the membership campaign with the full executive board.
- Update Your Website:** Update the language about membership and add a clickable JOIN NOW button on your PTA website using the graphics provided with this toolkit. This should link directly to your member registration page.
- Make Joining Easy:** Add membership language and a JOIN PTA link to all social media platforms and hyperlink social media images directly to your member registration page.
- Create a Membership Communications Schedule:** Develop a weekly communications schedule of 1-3 social media posts and/or listserv posts per week in the first 30 days.
- Vary the Visuals:** Use a variety of the campaign's social media images, alternating the *PTA For Your Child* and "No Wrong Way To PTA" images to engage followers.
- Directly Solicit Families:** Send out the "Sample Membership Ask Email/Letter" and then follow-up with those who join using the "Sample Thank You Email/Letter."
- Use Consistent Branding:** Clearly and consistently brand all membership appeals and relevant PTA events with the campaign visuals. This includes using the campaign hashtags in all social media posts related to membership recruitment.
- Ask, Ask, Ask:** Don't stop soliciting members after the school year is underway. Be sure to include messaging and the benefits and impact of PTA membership in communications throughout the year.