

**INVEST**



**FOR YOUR CHILD**

**JOIN**



**FOR YOUR CHILD**

**ADVOCATE**



**FOR YOUR CHILD**

**ENGAGE**



**FOR YOUR CHILD**

**CHAMPION**



**FOR YOUR CHILD**

# PTA FOR YOUR CHILD

**MEMBERSHIP  
CAMPAIGN  
TOOLKIT**

**ACT**



**FOR YOUR CHILD**

**VOLUNTEER**



**FOR YOUR CHILD**

**GUIDE**



**FOR YOUR CHILD**

**PROTECT**



**FOR YOUR CHILD**

**CONNECT**



**FOR YOUR CHILD**

# Hello!

We are excited to introduce you to PTA's new membership campaign. In the following pages, we will outline new messaging, collateral materials and templates, as well as ideas for implementing the campaign. We hope you find these resources engaging, impactful, and fun!

Today, PTA's role is more important than ever in connecting parents, teachers and administrators and supporting critical school needs. Our goal with this campaign is to make PTA's often invisible work, visible, by highlighting the value and impact of PTA on individual children and emphasizing that membership involves as much or as little time as you have to offer.

This campaign toolkit outlines how to best communicate about the value of PTA membership. We also know that successful membership recruitment activities and events vary from school to school. This campaign is built to bolster your existing membership recruitment work with consistent messaging and customizable, dynamic visuals to use in emails, on your website and on social media channels.

We cannot thank you enough for the work you do on behalf of PTA. It is our sincere hope and belief that this new campaign will increase membership and allow you to build on the important work you are doing!

If you have any questions about the membership campaign or the information included in this toolkit, please contact us at [Communications@PTA.org](mailto:Communications@PTA.org).

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# Purpose of the Campaign

While the role of PTA has evolved since its founding more than 120 years ago, its basic function still remains the same – to support, advocate for and connect parents and teachers to ensure our children reach their full potential. Yet joining PTA is not always seen as necessary or essential for parents of school-aged children. To learn more about attitudes and beliefs about PTA and membership, we conducted surveys and interviews with current and prospective members. From this research, we identified the following top insights that helped guide our campaign development:

- **No Explicit Ask to Join:** That's right – potential members said a top barrier to joining PTA was simply that they **were never ASKED to join**, but they were frequently asked to support PTA fundraisers.
- **Do Not Understand the Value of PTA:** Current members had difficulty explaining the role of PTA and how it supports education and curriculum needs, serves as an important advocate for children, or how it builds school community. They often see PTA **as a social club** and did not understand the role of PTA, the **community it builds between the school and families** or see **how their dues or fundraising activities directly impacted their child**.
- **Confusion About What PTA Membership Means:** Our research found that people were not even sure if they were members! Specifically, they felt that **PTA membership is confusing, inconsistent and not universally understood** – and most often interpreted it as **time consuming** with volunteering and attending meetings being requirements of membership.
- **Not Welcoming to All Families:** Parents would like to see a **more diverse PTA membership base**, representative of our growing multicultural communities to reflect an inclusive and welcoming school community.
- **Everyone is Interested, Once they Understand the Role of PTA:** The research also uncovered that particular audiences – including **multicultural families, younger parents and fathers** – **are especially interested in PTA's impact and getting involved** in their child's education.

With the research findings as our foundation, we developed a membership campaign that:

- Concisely articulates the impact and value of PTA as the foundation for their child's success
- Clearly explains what PTA membership is and isn't
- Shows that PTA is for EVERYONE who is involved with your school – parents, caregivers, grandparents, teachers and the broader community
- Provides a variety of tools and resources that make the ask to join PTA clear and direct

# Theme & Approach

To achieve these goals, we developed a creative campaign designed to motivate and drive PTA membership – both new members and membership renewals. Our messaging and visuals all incorporate the campaign theme that was constructed to shift perceptions away from “PTA is extra” to “PTA is essential” by clearly showing how PTA specifically helps *THEIR* child succeed. With that, we introduce PTA’s membership theme and approach.

PTA is no longer a noun. It’s a verb – an action plan working to support your child’s success.

It’s an invitation to every family in every school to participate because we can do more together than we can do apart.

There’s no wrong way to PTA – just as long as you’re doing it for your child. You can give money by joining and donating. You can volunteer time and effort. Or you can help grow our strength and presence at the local, state, or national level as an advocate for improving your child’s education.

## P.T.A

VERB /PEE-TEE-AY/

TO SUPPORT YOUR CHILD’S SUCCESS IN  
ONE OR MULTIPLE WAYS:

- 1) To invest in your child’s success.
- 2) To volunteer for your child’s success.
- 3) To advocate for your child’s success.

Now, how do you communicate this? What does this campaign actually look like? Let us show you how to *PTA For Your Child* because there is no wrong way to PTA!



# Messaging

The messaging outlined below will serve as your guide for how to speak about the value of PTA membership and should be used in all membership communications.

## Membership Campaign Theme

*This is a clear, concise phrase that can be used to motivate and recruit new members and reinforce the value of PTA membership.*

PTA For Your Child

## Overarching Message

*The overarching message serves as the basis for all of the campaign messaging. An effective positioning statement provides a strong, emotive overview of the purpose of the campaign, why PTA is important and highlights key issues or differentiators. While it does not need to be used verbatim in all communications, it is useful to inform all of your membership campaign communications.*

PTA to support your child's potential.

PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that you are part of a powerful association and action plan that is focused on programs and initiatives that strengthen your child's education and the family-school partnership.

However you PTA, it's all an investment in your child. PTA to support your child's teachers and curriculum. PTA to advocate on the issues impacting your child and affect change at the local, state and national levels. PTA to build a stronger, more diverse and inclusive school community.

There's no wrong way to PTA and we invite every family to participate, because we can do more together than apart. How do you PTA?

## Elevator Speech

*The elevator speech is a clear, concise articulation of the value of PTA. This takes the messaging and puts it into simple, direct terms. This provides an easy answer to "Why should I join PTA?"*

PTA membership and dues support your child by funding essential educational and curriculum needs; advocating on behalf of children and educators at the local, state and national levels; and building an inclusive school community for all families. I invite you to join PTA for your child because increasing our membership, even by one, makes it possible to provide important educational resources, speak up on important issues and create a stronger school community. There is no wrong or right way to be involved – anything you can give, whether it's time or money, will support your child's potential.

## Supporting Themes and Proof Points

*The supporting themes and corresponding messages elaborate on the overarching message and highlight the three areas that define PTA and what it supports: education, advocacy and community. Focusing PTA's supporting themes and messages around three key areas is critical to reshaping the current perceptions of PTA. Along with each supporting theme and message, we have developed proof points that are supporting facts for each theme and literally serve as the proof.*

*We have provided National PTA proof points, but we ask that you also develop your own specific proof points. When selecting proof points, keep in mind the following:*

- **Education:** *How does your PTA support students, teachers, and curriculum needs?*
- **Advocacy:** *How does your PTA advocate on behalf the children at your school at the local, state and/or national levels?*
- **Community:** *How is your PTA a welcoming, inclusive community, committed to strengthening the connection of all families with each other and the school?*

## Education: Support Critical Academic Needs

PTA to fund essential school resources and curriculum needs, including investments in technology, the arts and science programming.

### Supporting Proof Points

- PTA offers STEM-based learning resources for families through the STEM + Families® program, which include the STEM at Home activities, Math Nights with Mathnasium and Science Festivals.
- PTA provides schools access to experts, resources, trainings and dozens of nationally recognized educational enrichment programs including the Family Reading Experience, in partnership with the Reading is Fundamental.
- PTA funds the nation's largest and longest running student arts program, Reflections®, which provides students access to arts, music, literature, dance, drama, and visual arts.
- PTA supports children with special needs and launched a fifth division of the Reflections® program for schools – the Special Artist Division – to promote an environment that is welcoming to all children and parents.
- PTA provides all families and schools access to nationally recognized programs and initiatives including: Connect for Respect to improve the school climate and reducing bullying; Healthy Lifestyles to advocate for healthy changes in nutrition and physical activity; and PTA Connected to help children act safely, responsibly and thoughtfully online.

## ***Advocacy: Give a Voice to Important Issues***

PTA to be an active voice at the local, state and national levels and to impact decisions affecting your child's health, safety and quality of education.

### **Supporting Proof Points**

- PTA is the oldest and largest child advocacy association in America, comprised of over 22,000 local PTAs and nearly 3.5 million members.
- During the past 120 years, PTA's national advocacy has helped establish universal kindergarten, the National School Lunch Program, the juvenile justice system, and anti-child labor laws.
- PTA's are an important advocate at the local and state levels – from the Florida PTA defeating for-profit school management companies to the Washington State PTA securing the passage of an education reform bill that redefined the state's "Program of Basic Education."

## ***Community: Build a Stronger, More Inclusive School***

PTA to strengthen connections between your family, your child's classmates, their families, and teachers to build a thriving and inclusive community for everyone.

### **Supporting Proof Points**

- As a network of over 22,000 schools and nearly 3.5 million families, PTA connects parents and caregivers, students and teachers at the local, state and national level.
- PTA supports local needs and strengthens communities across the country – from Georgia where PTA sponsors vision clinics for low-income students and Detroit where PTA runs after-school programs to California where PTA created a buddy system between families with limited English proficiency and other bilingual families.
- PTA established National Teacher Appreciation Week<sup>SM</sup> over 30 years ago to bring together the entire school community to celebrate the outstanding contributions teachers make.
- Through its School of Excellence program, PTA nationally recognizes and celebrates local, family-school partnerships for their commitments to building an inclusive and welcoming school-community that enriches the educational experience and overall well-being for all students.



## FAQs and Talking Points

*This section outlines answers to some of the top questions surrounding PTA membership. In addition to using these as talking points and in written communications, post this membership FAQ directly to your PTA's website, if appropriate.*

### ■ Why should I join PTA?

PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. Being a member of PTA means that you are part of a powerful association and action plan that is focused on programs and initiatives that strengthen your child's education.

PTA membership and dues support your child by funding essential educational and curriculum needs; advocating on behalf of children and educators at the local, state and national levels; and building an inclusive school community for all families. Join PTA for your child because increasing our membership, even by one, makes it possible to provide important educational resources, speak up on important issues and create a stronger school community.

### ■ Where does my money go when I pay membership dues?

PTA dues directly support your child. PTA dues help fund essential school resources and curriculum needs, including **[INSERT LOCAL PTA EXAMPLE(S)]**. PTA dues support advocacy efforts at the local, state and national levels, impacting decisions affecting your child's health, safety and quality of education. PTA dues support our work to strengthen connections between your family, your child's classmates and their families, and teachers to build a thriving and inclusive community for everyone.

### ■ Does PTA membership require volunteering and attending meetings?

The only thing required of you to be a member of PTA is to pay the annual membership dues. Beyond that, however you choose to PTA is up to you. PTA offers all parents and caregivers the opportunity to be engaged in their child's potential. From volunteering at school events to participating in local, state and national advocacy efforts to holding PTA leadership roles – the level of involvement is up to you. There is no wrong way to PTA!

### ■ How much time do I have to commit to being a member of PTA?

Membership in PTA can involve as much or as little time as you have to offer. There is no wrong or right way to be involved – anything you can give, whether it's time or money, will support your child's potential.

### ■ Isn't PTA a social club for stay-at-home moms?

First and foremost, PTA is for every family who has a child at the school. PTA is for moms, dads, caregivers, grandparents, teachers and the broader community!

While some of the work done by PTA may appear purely social – including family events like **[INSERT LOCAL PTA EXAMPLES]** that are organized to strengthen the school community – much of PTA's work focuses on funding essential school resources and curriculum needs, as well as

advocating at the local, state and national levels, impacting decisions affecting your child's health, safety and quality of education.

■ **How does PTA ensure it represents every child and family at the school?**

We encourage every family in the school to become a PTA member to support the success of their child. We want a diverse membership base that reflects all of the families and needs of students at the school. PTA strengthens connections between your family, your child's classmates and their families and teachers to build a thriving and inclusive community for everyone.

■ **How does PTA impact my child?**

- **[INSERT LOCAL PTA EXAMPLES]**
- PTA provides schools access to experts, resources, trainings and dozens of nationally recognized educational enrichment programs that impact a child's education such as the Family Reading Experience, in partnership with the Reading is Fundamental.
- PTA funds the nation's largest and longest running student arts program, Reflections®, which provides students access to arts, music, literature, dance, drama and visual arts.
- PTA's national advocacy efforts have helped establish universal kindergarten and the National School Lunch Program, the juvenile justice system and anti-child labor laws.

■ **How do you advocate at the national, state and local levels and why is it important to my child?**

PTA is active at the local, state and national levels, impacting decisions affecting your child's health, safety and quality of education. **[INSERT LOCAL PTA EXAMPLES]**. During the past 120 years, PTA's national advocacy efforts have helped establish universal kindergarten and the National School Lunch Program, the juvenile justice system, and anti-child labor laws.

# Collateral Materials & Templates

In addition to extensive messaging, we've also generated some exciting and powerful visual images for you to use in all of your communications. All visual image files, recommendations for usage and customization instructions can be viewed and downloaded via the zip folder accompanying this toolkit. Below is an overview of the *PTA For Your Child* visual elements.



## Social Media Visuals

The *PTA For Your Child* social media visual images, or social media cards, are designed for your PTA to use on Facebook, Twitter or Instagram. We have designed a complete suite of images that provide you with many options, including an animated GIF and customizable images to highlight your PTA's accomplishments and priorities for your school.

## Email and Website Banners



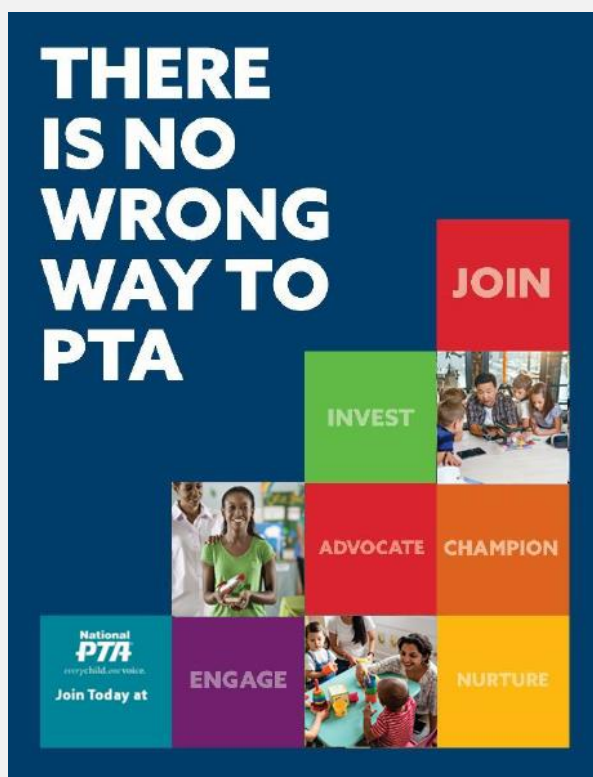
The *PTA For Your Child* email and website banner images are designed for use in school-wide emails related to PTA membership, activities and initiatives. Additionally, these images can be used on your local PTA website. We suggest hyperlinking the banner images directly to your PTA's member registration page.

## Email and Website “Join Now” Button Image



We also suggest placing one of these “Join Now” graphics in a prominent location in school-wide emails related to PTA membership, activities and initiatives. Additionally, these graphics can be used on your local PTA website. The graphic should be hyperlinked so that when a user clicks on the link it will take the user directly to the page to sign up for membership.

## Printable Posters and Flyers



The *PTA For Your Child* printable posters and flyers can be posted throughout the school or handed out to families at PTA meetings and school-wide events hosted by your PTA. These printable posters and flyers can be customized to include your own PTA-related images and include various options to print both in color and black and white.

# 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.

# Appendix

## Membership Campaign Hashtag

Use the **PTA For Your Child** hashtags in your membership recruitment social media posts to engage followers. Encourage members of the executive board and PTA members to use the campaign hashtags in their own membership-related posts.

#PTAForYourChild

#HowDoYouPTA

## PTA For Your Child Email Signature

Insert the **PTA For Your Child** email signature into emails sent on behalf of the PTA. Please follow the instructions in your email platform for how to insert an email signature and copy/paste the template below, personalizing as applicable to your school.

**[INSERT NAME], [INSERT PTA LEADERSHIP POSITION]**

**[INSERT SCHOOL] PTA**

**[INSERT PHONE NUMBER]**

**[INSERT EMAIL ADDRESS]**



**[HYPERLINK IMAGE TO PTA MEMBERSHIP REGISTRATION PAGE]**

*There Is No Wrong Way To PTA. How Do You PTA?*



## Sample Membership Ask Email/Letter

**SUBJECT:** PTA For Your Child!

Hello!

It's time for another exciting school year to start and an important part of **[INSERT SCHOOL NAME]** is our PTA.

**[INSERT SCHOOL NAME]**'s PTA supports critical academic needs, is an active voice on decisions that impact your child's health, safety and quality of education, and builds a stronger, more inclusive school community. We invite you to join and *PTA For Your Child* because increasing our membership, even by one, makes it possible to:

- **[INSERT 2-3 LOCAL PTA EXAMPLES]**

There is no wrong or right way to be involved – anything you can give, whether it's time or money, will support your child's potential. We invite you to join because we can do more together than apart. It only takes 5 minutes: **[INSERT LOCAL PTA MEMBERSHIP REGISTRATION URL]**.

Sincerely,  
**[INSERT NAME]**

## Sample Thank You Email/Letter

**SUBJECT:** Welcome to **[INSERT SCHOOL]** PTA!

Hello!

Congratulations, you are now a member of **[INSERT SCHOOL]** PTA, the **[INSERT STATE]** State PTA, and National PTA.

Because of you, **[INSERT SCHOOL]**'s PTA will be able to support essential educational and curriculum needs, advocate on behalf of your child at the local, state and national level, and build an inclusive school community for all families. Your PTA dues directly support:

- **[INSERT 2-3 LOCAL PTA EXAMPLES]**

To stay informed, I would like to encourage you to follow us on social media [**@insert Twitter name**, **insert Facebook address here** and **@insert Instagram name**] and join us on **[insert date and time of next local PTA meeting]** for our next PTA meeting.

There is no wrong or right way to be involved – anything you can give, whether it's time or money, is an investment in your child. How will you PTA?

Sincerely,  
**[INSERT NAME]**

