



## Membership Recruitment:

2011



## Membership Recruitment

Objectives: Present a successful local membership recruitment effort

Present National PTA membership program



## Membership Considerations

PTA recognizes the value of increasing and sustaining membership.

National PTA has identified membership as the number 1 priority in the PTA National, 2007-2010 Strategic Plan.



## Membership Considerations

National PTA goal is to increase national membership by 2 percent annually.

Maryland PTA is encouraging each local PTA to increase membership by at least 5 members this year.



## Membership Considerations

All non profit organizations must consider **sustaining** and **increasing** their membership to fulfill the mission of the organization.



**Membership Considerations, a case of declining membership.**

## **The Jaycees**



## Membership Considerations

The Jaycees, a once prominent national organization has closed its last remaining chapter in Carroll County.

The problem – lack of members



## Membership Considerations

- The national Jaycee membership has been **declining 12 to 15 percent annually.**
- There has been **no national or local strategic planning** for recruitment.



## Membership Considerations

- Loss of perceptive relevance within the community.
- Little opportunity to participate according to volunteers personal time choices and schedules.



**MAKE  
membership a  
priority for  
your PTA**



**The business model for  
membership recruitment**  
**Segmenting and targeting  
recruitment method**

- Inclusive
- Offers options
- Identifies needs / interest



## **Comprehensive Recruitment**

**The customary global approach**

**Plus**

**Segmented and targeted  
recruitment method**

**=**

**Comprehensive Effort**



## Comprehensive Recruitment

The customary global approach

- Back to School night
- Dear parent letter
- Special events and activities



## Comprehensive Recruitment

Segmenting for the “Busy Parent”

Offer 3 levels of membership involvement. Have activities for the busy parents to the county wide parent advocates.



## Comprehensive Recruitment Segmenting

Level 1 – the parent who is busy and cannot attend events at the school.

Level 2 – the parent who wants to do many of the level 1 activities and would like to attend school events and PTA meetings sometimes.



## Comprehensive Recruitment Segmenting

Level 3 – the parent who wants to participate in:

- many level 1 and 2 activities
- may consider PTA leadership
- possibly be a county wide advocate



## Comprehensive Recruitment Targeting

Segment your school population into areas of interest and needs then target recruitment letters that addresses those needs.



## Comprehensive Recruitment Targeting

Segment by:

- Grade groupings
- Ethnicity
- Sports, arts, band etc.

Send focused membership invitations to join.



## Comprehensive Recruitment Targeting

- The two schools using the segmented and targeting method both increased membership by 90%





## Membership Recruitment: *“Make It Everybody’s Business!”*

2011



## Membership Recruitment *Why is it important?*



“Make Membership Everybody’s  
Business!”

*-Warlene Gary, Past CEO of National PTA*



## Learning Objectives

- ✓ Participants will be able to identify at least two responsibilities of a membership outreach team.
- ✓ Participants will be able to define the 3-step recruitment process.
- ✓ Given the recruitment process, participants will be able to design a recruitment campaign.



## Membership Recruitment Committee

### *What Do They Do?*

- Set membership growth goals for their local unit
- Develop a membership recruitment plan that emphasizes a year-round recruitment effort
- Identify potential new members in their community
- Keep abreast of local community issues concerning the well-being of children



## Membership Recruitment 3 steps

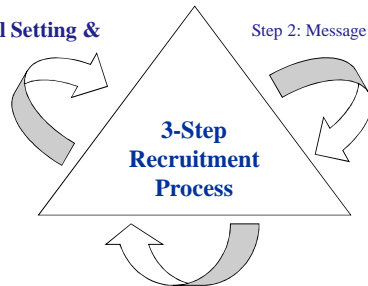
- 1) Goal setting and assessment
- 2) Message and Marketing
- 3) Campaign and evaluate



## Membership Recruitment

Step 1: Goal Setting & Assessment

Step 2: Message & Marketing



Step 3: Campaign & Evaluate



## Goal Setting and Assessments Step 1

- Goal setting is the Key to having a successful membership recruitment event.
- Gives specific outcome.
- Goals are a great motivator.



## Goal Setting and Assessments Step 1

- **Use visual motivators with goal setting.**
  - Post a membership tree.
  - Membership thermometer
- **Use a grand prize as a motivator.**
  - Limo ride
  - Baseball tickets



## Goal Setting and Assessments Step 1

- Assessments
    - Internal strengths /external opportunities.
    - Internal weaknesses and external threats.
- Identifying both internal and external influences help overcome barriers to achieve membership goals.**



**Assess the following case for internal strengths and external weakness**



## Assessment

### *Identifying Strengths & Weaknesses*

A local PTA unit has set a goal to reach out to a large population of Hispanic parents in their school who do not speak English. Although everyone in this unit is on board, no one in the group speaks Spanish.

*What is this unit's internal strength and weakness?*





## Assessments

- **Internal Strengths**
  - Everyone is on board with the idea.
  - They recognize the problem.
- **Internal weakness**
  - No one speaks Spanish.
- **External opportunity**
  - Hispanic community partners.
- **External Threat**
  - Other competing community groups.



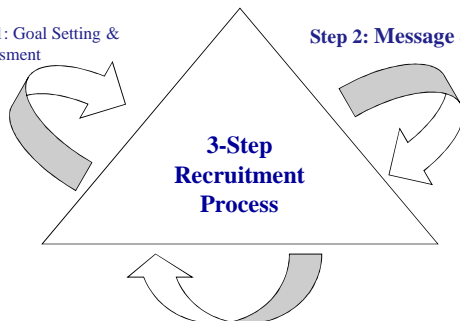
## Step 2: Message & Marketing



## Step 2: Message & Marketing

Step 1: Goal Setting & Assessment

Step 2: Message & Marketing



Step 3: Campaign & Evaluate



## The Message

- A powerful voice for all children
- A relevant resource for parents
- Strong advocate for the education and well-being of every child



## The Message (continued)

- Be prepared to describe at least three recent accomplishments of your PTA.
- Describe your PTA's current goals and expected outcomes.
- Highlight the benefits of PTA membership.
- Make sure your message about volunteering stresses flexibility.
- Just ask!



## Step 2: Message & Marketing

- Public Service Announcements
- Door Hangers
- Fliers
- Postcards
- Lawn Signs
- Stickers
- Pamphlets



## Step 3: Campaign



## Membership Recruitment Campaigns

- Develop a recruitment outreach team.
- Implement plans set by outreach team.
- Set goals for recruitment events.
- Target message to specific audience.
- Never hang up your marketing hat.
- Make use of key resources.



## Campaign Activity



**PTA**  
everychild.onevoice.®

*Thank You For Your  
Participation!*

Maryland PTA

**PTA**  
everychild.onevoice.®

**PTA**®  
everychild.onevoice.®