

# 7 TIPS TO INCREASE PTA MEMBERSHIP & PARENT INVOLVEMENT

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## START WITH A GREAT LEADER

When trying to attract new PTA members and volunteers for events, it helps to have a great team of PTA leaders who are naturally good at gathering people together. Some people just have a knack for "recruitment," and those people are the ones that should be in charge of bringing in new members! A little charisma goes a long way!



## MAKE IT FUN...AND EASY!

Becoming part of the PTA or serving as a volunteer really needs to capture their interest as something they want to do, not have to do or feel obligated to do. PTA members should consider this in every aspect of the organization from what time they hold their meetings and where (in person or via virtual format), to how long each meeting lasts (efficiency is key!) & even how often meetings are held. All of these things are going to be considered when a parent is thinking about becoming a member or volunteer.



## SHARE THE WEALTH

The PTA has a lot to do! There are many tasks to manage. Without enough help, the job can certainly become overwhelming to just a few key players. That's why it's important to gather as many "recruits" as possible and give each member a role that suits their skills, talents, and interests. This ensures they not only enjoy their participation, but that they feel they have something valuable to contribute.



## SHOW APPRECIATION

Volunteers and members work hard and commit a lot of time, so it's important after a big event or at the end of the year to thank everyone involved for their dedication. Whether it's a small token of appreciation (a gift card to a coffee shop always brings a smile), an appreciation breakfast, or even a little ceremony, those that have given their time will likely consider giving again if they feel appreciated.



## WELCOME NEW FAMILIES

Whether that's new kindergarten students and their parents coming into the school for the first time or new families that have relocated to the area, PTA officers can help them feel like part of the school community by inviting them to join the PTA. This not only helps families feel welcome, but it gives parents an opportunity to get involved in their child's new school and make new friends along the way.

## CREATE A TRUE COMMUNITY

It's also important to be open to all ideas and suggestions in order to create a solid unit that is working together for the good of the school. Ultimately, the organization's decisions should be the result of the collective opinion of all involved. It's important as a PTA, especially when looking to expand and bring in more members and volunteers, to serve as a true community, to welcome in new ideas, and to allow each member to feel like they have a purpose or a role within the organization.



## PASS ON THE HASSLE

Planning and executing a fundraiser that will reach or surpass the school's goals is no easy feat for any PTA organization. But that's what Apex Leadership Co. is here for! Whether a PTA has a lot of members and volunteers (or not!), Apex's easy fundraising formats are designed to take the hassle off the schools, PTA and parents. Consider teaming up with Apex when it comes to putting on a fundraiser to maximize the school's opportunity for earnings while also making it fun for the students & easy for the parents. It's a win-win!



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