# **7 TIPS TO INCREASE PTA** MEMBERSHIP 🔏 PARENT INVOLVEMENT

brought to you from your friends at apex leadership co.

## START WITH A GREAT LEADE

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 EA

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 somethingvaluable to contribute.

## A P P R E C I A T I O

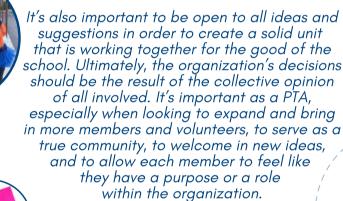
Volunteers and members work hard and commit a lot of time, so it's important after a big event or at the end of the year to thank everyone involved for their dedication. Whether it's a small token of appreciation (a gift card to a coffee shop always brings a smile), an appreciation breakfast, or even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

will likely consider giving again if they feel appreciated.





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.



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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