

## Checklist for Membership Chairs

### All year

- Stress, “Strength in membership is strength in advocacy”
- Promote membership at school and community events
- Promote events and activities sponsored by the PTA
- Reach out to any underrepresented groups to better reflect your school community
- Promote benefits of PTA membership
- Use a variety of strategies, including social media, to promote membership
- Check council, state and national websites for new ideas and to ask questions (e.g. Membership Mondays from National PTA)
- Encourage activation of membership cards

### Monthly

- Remit dues payment to National and state PTA and the PTA Council
- Distribute membership cards to all paid members for that month
- Encourage members to activate their membership cards
- Check National PTA’s website for highlighted months (e.g. month of the military child) to target specific populations for recruitment
- Check for changes at council, state and national levels for new incentives or grants to promote membership
- Return any damaged membership cards to the state PTA office with your monthly statement

### July – August

- Get copies of Membership Guidebooks (some available in multiple languages)
  - Council (most are online on council websites)
  - State Membership Handbook (sent to President in August)
  - National PTA Membership information is online in the [Local Leader Toolkit](#)
- Board sets local membership dues and goals
- Check for changes to council, state and national dues
- Create a membership campaign
- Prepare and distribute any summer membership online materials or mailings
- Confirm Back to School dates with school administration
- Attend state PTA convention in July/August
- Send Membership Chair contact information to council and state membership chair

### August

- Send membership information to all families
- Send membership information to students for PTSAs
- Solicit staff teacher/staff/administration membership
- Organize membership campaign for Back to School nights
- Plan for achieving membership incentives offered by council, state and national PTA

### September

- Use Back to School Nights, Welcome Back to School picnics for families and Welcome Back to School staff events to solicit membership
- Have membership forms available at all fall events
- Attend fall council trainings and state trainings in this or other fall months
- All membership cards expire on September 30 each year

### October

- Review memberships to make sure that all board members have current paid memberships
- Evaluate membership drive and determine areas of strength and need
  - Reach out to potential members who are required to join (e.g. board)
  - Reach out to potential members in underrepresented groups (e.g. staff, students, specific neighborhoods or zones)

### November

- Use National Education Week for staff membership drive
- Use school visitations and/or teacher conference days for membership drives
- Focus on military families

**December**

- Use giving the gift of membership as a membership tool

**January**

- Kick-off the New Year or new semester with membership drive
- See National PTA ([www.pta.org](http://www.pta.org)) with ideas for January activities

**February**

- Promote PTA membership as a key component of advocacy in conjunction with PTA Night in Annapolis

**March**

- Remit dues payment to state PTA for the membership year ending on March 31
- March 31 is deadline for all state PTA membership awards for those units meeting all of the standards of continuing affiliation

**May – June**

- Evaluate your membership for the current school year
- Make recommendations to the incoming board (e.g. dues)
- Make recommendations for Back to School Night to the administration
- Attend council and state spring trainings
- Attend events for incoming families to promote PTA and recruit members for next year
- Return all unused membership cards to state PTA by June 30
- Recognize and celebrate your membership milestones for the year
- Attend National PTA convention in June