

SAMPLE MEMBERSHIP DEVELOPMENT CALENDAR

JULY

- ❑ Membership chairman receives the membership section from the local PTA unit Annual Resource Guide.
- ❑ Meet with the membership committee and president to adopt a membership theme and plan the campaign.
- ❑ Create or update a list of the unit's accomplishments over the last two years.
- ❑ Plan the calendar of activities to promote membership.
- ❑ Read the Membership Resource Inserts of the Ohio PTA and National PTA Annual Resources to review policies and procedures.
- ❑ Study the results of the previous year's membership committee plan and set your goals ten-percent higher.
- ❑ Register to be part of the Ohio PTA Membership Listserve at www.ohiopta.org

AUGUST

- ❑ Present the membership promotion plan to your PTA unit board for their approval. When the local PTA board approves of the plan, they will feel ownership and will help to implement it.
- ❑ Make sure all officers and chairmen join the PTA. Set an example by being the first member of your PTA unit.
- ❑ Compile materials for use in the membership promotion. Be sure to have the principal's permission to send anything home with the children.
- ❑ Invite all family members to join PTA.
- ❑ Promote PTA membership at every school function (with the permission of the principal).
- ❑ Canvas the school district for PTA members. Don't forget your local school board members and superintendent. Ask them to set an example for the rest of the school district.
- ❑ The annual staff inservice is a great time to promote PTA membership.
- ❑ Send a PTA media packet to all the local newspapers. Include a calendar of PTA programs for the year.
- ❑ Send your first installment of membership dues to the Ohio PTA office to help qualify for the Cardinal Early Bird Award.

SEPTEMBER

- ❑ Encourage teachers and staff members to become a part of your PTA.
- ❑ Set up a table at open house to display PTA materials and discuss the benefits of belonging to the PTA.
- ❑ Put articles in the PTA school newsletters and community newspapers inviting new members to join your PTA.
- ❑ Make sure you earn the Ohio PTA Early Bird award by submitting your first installment of membership dues to the Ohio PTA by **September 30.**
- ❑ Prepare packets of PTA materials to leave with the school secretary to give to new families so no one is missed as they join your school community.
- ❑ Attend the meeting of the PTA room representatives (they need to be members too!) and ask them to promote PTA membership as they conduct their duties. They can be of great assistance to the membership committee when they contact parents in each classroom.

OCTOBER

- ❑ Continue to promote PTA – concentrate on community members: grandparents, school neighbors, businesses and all those people interested in education and children.
- ❑ Invite community members to your meetings and let them know that simply by contacting the principal, they can have a first hand look at what is happening in their schools.
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Continue to meet with the membership committee to evaluate your progress toward the goals set in July/August.

NOVEMBER

- ❑ Bring back the ideas you gathered at the Ohio PTA Convention and put them into action for your local PTA unit.
- ❑ Organize a group to make personal contacts, either by visit or phone call, to all parents, teachers, and community members who have not joined PTA.
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Thanksgiving is the time to be thankful. Let your members know how much you appreciate them and how much their membership means to children and youth.
- ❑ As candidates are campaigning in your neighborhood, ask them to join your PTA to show their commitment to children and youth.
- ❑ To remain a unit in good standing, your initial dues payment must be received in the Ohio PTA office by **November 30**.

DECEMBER

- ❑ Set up a membership table at all of your special activities this month. It's a great place to promote membership to those who may have been missed.
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Double-check the deadlines for eligibility to receive membership awards through both National PTA and the Ohio PTA.
- ❑ Enjoy the winter break! Come back refreshed and renewed.

JANUARY

- ❑ Check your membership numbers – are you close to receiving a PTA membership award?
- ❑ Have you overlooked anyone who should become a part of your PTA? Have you recruited all of the central office and support staff?
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Have you submitted your application for the **President's Bronze Membership Award** to the Ohio PTA? Remember that the deadline is **February 1**.
- ❑ Register for convention.

FEBRUARY

- ❑ Put your heart ♥ into your membership effort. Check last years' roster for members who have not yet joined this year.
- ❑ Honor someone from your local PTA or community with an Ohio PTA Achievement Award or National Life Achievement Award.
- ❑ On President's Day, make a special effort to contact your local unit's past presidents and invite them to join your PTA. Contact presidents of businesses and community organizations and invite them to join.
- ❑ **Celebrate Founder's Day** by asking each member to show their commitment to PTA by bringing a new member.
- ❑ Submit membership dues to the Ohio PTA.

MARCH

- ❑ Spring is on the way – you can still recruit new members. Recruit those parents who will have students in your school next year so that they will be ready to work with your PTA.
- ❑ Check your numbers one more time – are you close to the 100 club?
- ❑ Has your council hosted a membership workshop? Make sure to notify the Ohio PTA office by March 15 for your certificate.
- ❑ Submit membership dues to the Ohio PTA office.

APRIL

- ❑ Make sure that your procedure book is in order. It will be an invaluable tool to the next membership chairman.
- ❑ Attend kindergarten registration or middle school / junior high / senior high orientation to recruit members.
- ❑ Poll your membership for suggestions for next year.
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Attend the Ohio PTA Convention and urge members to attend. Be prepared to share ideas with PTA members from around Ohio. Watch for special membership activities to be held at convention.

MAY

- ❑ Celebrate your unit's accomplishments!
- ❑ Submit membership dues to the Ohio PTA office.
- ❑ Sit back and smile ☺ at the great job you have done this year. Your enthusiasm and commitment has gained many new members for your PTA.
- ❑ See you at the annual Leadership Conference.

JUNE

- ❑ Turn over all records to next year's president and your successor. Records should include an accurate financial accounting of the number of members and the amount of dues sent to the Ohio PTA office, an outline of the year's planning and those responsible for each activity, a roster of the membership committee complete with addresses and phone numbers, a copy of the evaluation with recommendations and any other materials important to carry out the work of the membership committee.

CONGRATULATIONS ON A JOB WELL DONE!