

**Recruiting and Retaining Members...**

**WAYS TO KEEP MEMBERS HAPPY**

In a recent member satisfaction survey - conducted by National PTA - more than 2,300 local PTA presidents and more than 1,000 PTA members responded with what they thought of PTA programs, activities, and the direction of the organization.

Based on findings from the survey, here are some tips on recruiting and retaining members:

**Plan programs and events that enhance collaboration.**

between teachers, principals and parents. Invite principals and teachers to attend and speak at PTA meetings in order to foster effective dialogue between parents, teachers, and principals about students' education. Give all parties an opportunity to voice their ideas, concerns, and needs.

**Provide members with more materials.**

that promote parent involvement, student achievement, and children's health and well-being. Distribute the *Our Children* newsletter (the pullout section of *Our Children* magazine) to parents in your community. Be sure to include your PTA's contact information in the space provided.

**Offer clear and concise communications.**

When communicating information about your PTA's programs, make sure volunteers, parents, teachers, and the community know the what, when, where, why, and how. Also, take a look at your PTA's newsletter and other communications: Is all the information relevant to your members and community? Are there more effective ways to communicate with the groups in your community? Is your PTA's website up-to-date and easy to navigate?

**Hold at least two membership drives each year.**

One at the beginning of the school year and a second in January when new students may have transferred to your school and parents of current students may have made a resolution to be more involved in the new year. A well-planned membership drive helps your PTA focus on reaching a specific goal, and will increase your PTA's membership.

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