

## Recruiting Members: Have Answers When Someone Says No

You have tried a variety of approaches for recruiting members. What do you do when some of the individuals you have been talking to do not see the advantages and benefits as you do? Isn't it amazing how many reasons people find for not joining the PTA? The following are some possible responses to those who are reluctant to join.

### **“I don't have the time!”**

“I can understand that. However, your interest counts. If you are unable to support the PTA with time, would you at least consider giving your financial support so that all the people working in the PTA know that you, too, are with us. You will have the satisfaction of knowing your money is helping, as we develop programs and activities that benefit not only your children but all children and youth.”

### **“But I don't have any children in school!”**

“You do not have to have children in school to belong to the PTA. Anyone who cares about children can join our organization. As supporters, it is important that we have a voice in the decision-making process relating to the laws and regulations — whether in the schools or government — that affect children. You can have that voice through the PTA. Every child needs you. You will make a difference.”

### **“I don't agree with a lot of the PTA positions!”**

Of course not. The only way to avoid disagreement would be to adopt a “do-nothing” policy. You would not want that kind of organization. But, in any case, it is easy for you to join. Then you can help to change the direction of the organization, once you understand the whole picture.”

### **“Your organization doesn't really do anything!”**

“I cannot speak for what may have happened in previous years, but let me bring you up to date on what we are doing now. For example... (list current activities, programs, accomplishments, etc.). As you see, we are a very active group, doing many things that benefit all our children. We need time, funds, and goodwill from people like you to keep it happening.”

### **“Not right now - maybe later!”**

“Later may be too late. You really cannot afford to delay in being informed on the current issues and trends affecting children. Through the PTA, you will have access to the latest resources and publications designed to address today's challenges facing parents and children in the school and the community. Our members are the heart of the organization and determine the course of action we need to take by participating in PTA activities. Please make the time and put children first.”

### **“I just can't join another organization. I belong to too many already!”**

“I know. There are so many good organizations to belong to, and it is difficult to support them all. But, I think the PTA is very special. Let me tell you a little about what we are doing. I find it helps to have information when I'm making a choice... (tell about the PTA). Remember, PTA works to prevent problems and, of course, address those concerns that affect us right now. We really need people like you in the PTA.”

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