

## A Month-by-Month Guide to Managing Membership

### Each month:

- Meet with the membership committee and evaluate your progress at the end of each month. Plan and implement any new approaches. What's working? What isn't working?
- Discuss monthly membership invoices from Washington State PTA with the treasurer. Follow up to be certain these invoices are paid promptly.
- Send thank-you notes or emails to new members.
- Write a short membership column in your PTA newsletter that includes your membership goal and your progress toward that goal, membership privileges, details of your current membership campaign, and new business partners.
- Enroll members who did not join through the WSPTA website (via PT Avenue). Do not enter a member until you have actually collected her or his dues.
- Submit all membership dues to the PTA treasurer immediately upon receipt according to your PTA's money handling policy.

### July/August

- Read the Membership Handbook in WSPTA's Leadership Resources.
- Meet with the board to brainstorm membership strategies, establish membership privileges, review budget for membership campaign promotions (posters, awards, prizes, leaflets, etc.)
- Register to attend your region's fall conference membership class.
- Meet with (or recruit friendly volunteers for) the membership committee to review results of previous years' campaigns and set new goals.
- Consult the membership site of the [WSPTA website](#).
- Plan your campaign. Set campaign dates and develop a timeline. Get the approval of your board.

### September/October

- Set up a membership table on the first day of school to welcome students and parents back to school.
- Be visible! Publicize and celebrate "PTA Membership Month."
- Send a letter home (with the first packet of information from the school) inviting everyone to join. Emphasize past accomplishments and future goals.
- If packets are online, put a paragraph and link to membership in the school email going home to families.
- Send invitations to past presidents, former board members, your school superintendent, school board members, and other community leaders. PTA is for everyone!
- Work closely with your school administrator to be part of the school open house/curriculum night.

### November

- Review last year's membership list for members who have not renewed and send them a special note.

### January

- Plan a New Year's campaign to start the year off right.
- Membership numbers as of January 25 will be important to establish the number of your voting delegates to the WSPTA convention.

### February

- Plan a special celebration for PTA's birthday month (Founders Day!)
- Remember to send in your membership awards to get your hard work recognized.

### March

- Print a list of members for the nominating committee.
- Plan any special membership activities or campaigns for the end-of-the-year celebrations.
- Make sure all your members have been enrolled and membership dues are paid by the end of March so that they can attend convention as voting delegates.

### April

- Review this year's membership campaigns and make written recommendations for next year's campaign and submit a report to your board.
- Update the membership procedures notebook.
- Register next year's membership chair for WSPTA convention.

### May/June

- Thank those who helped with this year's membership campaigns.
- Start planning next year's campaign.
- Thank your members for joining PTA in your last newsletter article and encourage them to join next year.
- Work with the treasurer to reconcile the membership dues collected with the number of members enrolled in the online membership enrollment site. Membership numbers as of May 25 will establish the number of voting delegates to legislative assembly.
- Download/print a copy of your membership roster to use next year to send renewal notices to your members.
- Ensure your members are all paid for and the roster tallies with your payments by the end of June.