



Peter Kirk PTSA Membership Playbook

DRAFT rev. 3/14/2026

For the past decade, Peter Kirk PTSA has achieved 100% membership and 100% staff membership each school year. This playbook details our campaign strategies and tactics, as well as a general timeline for tactics execution.

How are these achievements defined?

100% membership: The PTSA has at least the same number of memberships as there are students enrolled in the school. In 2026, we had 629 students enrolled in the school, which was our target membership number. As of 3/5/2026, we had 655 active PTSA members – 104% of our target.

100% staff membership: The PTSA has at least the same number of memberships as there are full-time certified staff at school. Part-time certified staff and full or part-time classified staff can contribute to our staff membership count. In 2026, we had 45 full-time certified staff at Peter Kirk, which was our target staff membership number. As of 3/5/2026, we had 45 active staff PTSA members – 100% of our target.

For more details on these awards and others, please visit [Membership - WSPTA](#).

Membership campaign strategies

1. **Make it easy to become a member**
2. **Capitalize on return-to-school excitement!**
3. **Educate about the PTSA's role and the benefits of PTSA membership in a tangible way**
4. **Help our school community see the value of membership through community building**
5. **Promote donated membership opportunities**
6. **Target communications to identified audiences**
7. **Piggyback on other PTSA events and communications to keep membership top of mind**

Campaign tactics

- **Make it easy to become a member**

- Bundle back-to-school PTSA activities into one **online ordering package**. This is a one-stop shop to check all back-to-school activities off the list. Include the following:
 - Update your family's information and child's teacher assignment in the student directory. (This allows you to be searchable in the online student directory, only available to PTSA members.)
 - Purchase a PTSA membership
 - Purchase donated PTSA memberships for staff, families, individuals or community members
 - Donate to our fall fundraising campaign (suggested donation amount per child)
 - Purchase a yearbook
- Provide **printed membership forms** for those who prefer offline registration methods. Have the forms available at school events and in the front office.
- **Meet people where they are**. People are busy, so leverage multiple outreach methods to reach people in different ways. Some examples are:
 - Membership booth at back-to-school events like kindergarten coffee meet ups, teacher meet and greets, and Back to School Bingo
 - On-site signage with QR code with a direct link to join PTSA on our membership webpage. Parents can sign up while they're waiting to pick their child up at school
 - Leverage social media posts with direct links to sign up
 - Share information with staff members during staff meetings, teacher appreciation lunches, etc.
- **Provide excellent customer service**. Help people resolve any technical issues with the online registration form. Provide a quick and friendly response when questions arise.



- **Capitalize on return-to-school excitement!**

- **Promote the online ordering bundle** (described above) shortly before the first day of school, when kids are finding out who their teachers will be. This is a great way for parents to get organized and take care of these to-do items all at once. Promote this as a “back-to-school checklist” – people like checking things off their list!



Greetings, Eagles!

Our 2025-2026 PTSA Board is officially "Back to Business," and you can get ready for the new school year along with us!

By joining our PTSA, you'll gain access to great connection tools. Specifically, you can:

- Access our online student directory to connect with classmates and other PK families!
- Subscribe to our PTSA [calendar](#) to stay in-the-know on the year's PTSA events and activities
- Receive our PK Eagle Flyer newsletter to get the latest PTSA news

Join PTSA Today!

- **Educate about the PTSA's role at school and the benefits of PTSA membership in a tangible way**

- Membership communications should focus on **the benefits of PTSA membership**, as well as **how PTSA helps our students and school community**. We use specific examples to make the benefits tangible to current and future members and cater messaging to people who don't know much (or anything) about PTSA. This approach also helps us with our fall fundraising campaign, and we often co-promote fundraising and membership together.

- Staff a membership booth at **back-to-school events**, including kindergarten meet and greets, teacher meet and greets, Back to School Bingo, and grade-level coffee connects.
- **Post signage** on the school campus to promote membership. This includes yard signs with QR codes with a direct link to join PTSA on our membership webpage, as well as other signage at the front of the school, visible to parents and community members.
- Share membership information through the **school principal's email updates** to families. The principal is also great about sharing membership information at staff meetings.



- At the start of the school year, focus communications on **what you get when you become a PTSA member** (access to the online school directory, PTSA communications channels, etc.).
- During the fall fundraising campaign, focus communications on **how PTSA supports our students and school community.**

October Newsletter Reminder - 75% Complete

membership loading... 75%

Membership Update

Thank you for all of you who came to our first Membership Meeting! We had over 50 people in attendance! Principal Hennings held an interactive Fireside Chat. If you missed the meeting, materials are posted [here](#).

We are currently at 75% membership!! Thank you, parents and teachers for your support this fall!

If you know someone that has not joined, spread the word that it's not too late to become a PTSA member and help us reach our 100% goal.

[Join today](#)

November Newsletter Reminder - 99% Complete

Benefits of PTSA Membership

PTSA Members are the backbone of our school community, enabling us to advocate for all students. As a member, you get essential privileges like **access to our student directory**, the right to **use your voice and vote at all PTSA meetings**, and exclusive access to **services and discounts through Washington State and National PTSA.**

If you've already joined, thank you! You are helping us provide a voice for every child. To help us secure that final 1%, please consider **donating a membership** to a family, staff or faculty member, or **spread the word** to friends and community members! Click [here](#) to join or donate a membership.

In 2025-2026, we called this our “Did You Know?” campaign. Each day, we focused on a different topic, including student funding, art/stem programs, enrichment programs, teacher/staff programs and community-wide events.

- **Promote our goal of 100% membership** and explain why it’s important for our school community. Throughout the fall, we also periodically share progress updates to our 100% membership goal so people can follow along.
- **Use short blurbs and graphics** to make messages digestible.
- **Use various communications** channels for these messages, including PK Eagle Flyer e-newsletter, PK PTSA social channels, talking points for people staffing booths, fact sheets, website and printed sign-up form, etc.

- **Help our school community see the value of membership through community building**

- We want PTSA board members to be seen as **community leaders, helpers and friendly faces** at the school, particularly for new families. We visually show this by wearing PTSA shirts when we do in-person events, so people know to come to us with questions or needs.



- Leverage in-person PTSA membership meetings **to promote community and connection.** Previous in-person meetings have included open house-style booths where families can learn more about PTSA and community partners (Lake Washington Schools Foundation, Scouts, City of Kirkland Parks and Rec, etc.), as well as guest

speakers where attendees can learn more about topics that are important to them. Build in time for attendees to mingle before the formal meeting begins. To make attendance as easy as possible for families, provide food and childcare.

- **Promote donated membership opportunities**

- At Peter Kirk, we're fortunate to have many families purchase memberships that can be donated to other families, individuals, staff or community members. **Build donation opportunities** into the back-to-school online package and promote at other times of the school year as needed.
 - During the 2025-2026 school year, 7.3% of our memberships were donated (48 total). Donated memberships were particularly helpful in reaching our 100% staff membership goal, as 1/3 of our staff memberships were donated.
- **Hold off on assigning donated memberships until later in the school year** (November/December), to ensure you're getting as many purchased memberships before assigning donated ones.
- Assigning donated memberships should be done as **randomly/objectively** as possible to ensure fairness. It's also important to closely track assigned memberships on a spreadsheet to keep things straight!
 - **Families/individuals:**
 - Step 1: Prioritize donated memberships to families who may have a financial barrier to participation. Work with the school counselor to promote these membership opportunities. Provide messaging to the school counselor to send out to her list of families. The message should promote the opportunity and direct families to reach out to membership@peterkirkpts.org with a request for a donated membership. No other information is required, and the memberships should be assigned discreetly.
 - Step 2: Use an online random number generator to assign any remaining donated memberships. This step is generally done after targeted communications to any remaining parents who are not yet members.
 - **Staff members:**
 - Step 1: When someone purchases a membership to be donated to staff, they can select who they want the membership to be assigned to. If there is a listed name, assign that membership to the listed staff member.
 - Step 2: If no name is listed, use an online random number generator to assign any remaining donated memberships. This step is generally done after targeted communications to any remaining staff members who are not yet members.

- **Target communications to identified audiences**

- As membership sign-ups slow following broadly distributed communications, consider **targeted communications** for any/all of the following audiences:

- Families who have donated to the fundraising campaign but not yet signed up for a membership
 - Families of kindergarteners (representing first year at PK) who have not yet signed up for a membership
 - Families who have not yet signed up for a membership
 - Staff members who have not yet signed up for a membership
 - To get a full list of PK-enrolled families and their contact information, submit a **public records request** with the school district. Cross-reference the district list with our list of current members and create sub-lists for various target audiences. Make sure each family is only getting one communication from us so we don't spam!
- **Piggyback on other PTSA events and communications to keep membership top of mind**
 - The best example of this is making "Join PTSA" a secondary message throughout the fall fundraising campaign. It was a natural **supplemental message**.

