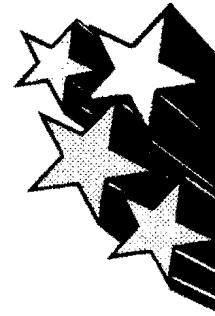


# Membership Bright Ideas



## CENTRAL REGION

**Douglas MacArthur Elementary** (Indianapolis) – Douglas MacArthur's theme "Up, Up, and Away with PTA" was kicked off on the very first day of school with flyers about joining PTA and why it's such a good idea to become a member. Giant kites, each a different color for grades K through 5 and one for teachers and staff, lined the hallway. Within each grade level, each teacher's classroom was assigned a certain identifying color. Whenever a child brought in a membership for their parents, grandparents, friend, or community member, the child's name was written on a bow of their classroom's color to form the kite's tail. In dramatic fashion the kites' tails began to grow and grow, snaking up and down the hall. To generate some competition, six kite-themed treats were created each week and presented to the classroom in each grade level that had the greatest number of memberships for that week. Each child in the winning classrooms got to partake in the special treat.

**Stonybrook Middle** (Indianapolis) – We started promoting PTSA at the 5<sup>th</sup> grade orientation night held the last month of the school year. Each new family was personally greeted and given a newsletter explaining the types of projects the PTSA sponsors throughout the year. Parents were told how they could be involved. Sign up sheets were available. All new incoming parents that had signed the list received a personal phone call in the summer. A member folder was given to each adult who joined which included a free car wash coupon. Students were offered "Starburst" candies and free or discounted admission to PTSA sponsored events.

**Mary Bryan Elementary** (Indianapolis) – We contact local businesses in the community. We promote our membership drive through morning announcements, fliers, school bulletins, posters, our website, and our teleparent line. We have 100% teacher participation. Our classrooms with 100% participation are awarded with a popcorn party.

**Southport Middle** (Indianapolis) – PTSA memberships were sold during orientation for 6<sup>th</sup> graders and other new students. When they joined, they received a parent handbook. Notices in the teacher mailboxes recruited teacher memberships. Business memberships were recognized with an attractive plaque.

**Homecroft Elementary** (Indianapolis) – Our “Membership Galaxy” included covering the main corridor of the school in black, with each classroom represented with its own “galaxy.” As families joined the PTA the children were given a star to place on their class galaxy and given a gel pen to write their name on their star. The gel pen was theirs to keep.

**Perry Meridian Middle** (Indianapolis) – A colorfully decorated membership table was staffed at all student/parent events. Membership promotion was placed on the school’s outdoor marquee.

**Eastridge Elementary** (Indianapolis) – PTA members were given free admission to the Santa breakfast. Nonmembers were asked to pay \$3 for the breakfast, but were given the opportunity to join PTA (and then admitted free.)

**Brookview Elementary** (Indianapolis) – Free meals and childcare were provided for each PTA meeting to encourage participation.

**Moorhead Elementary** (Indianapolis) – Every student was given a flier and membership envelope to take home. Letters were mailed to numerous local businesses encouraging their support.

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