

Recruiting Student Members

PTSA's may be organized with student membership at Middle/Junior High level and above with student membership limited to those units which are eligible to be organized as PTSA's

- ◆ Ask for students help. Most students are willing to help if asked.
- ◆ Stress PTA results. Students need a mental picture of how things in their schools and communities will be improved by their participation.
- ◆ Publicize all PTA achievements, benefits and upcoming activities through surveys, literature, forums or social events.
- ◆ Set up a bulletin board with pictures and notices of PTA programs in a high-traffic area of the school or community.
- ◆ Sometimes parents also must be "recruited". Telephone parents to explain what their child will be doing or make a home visit to meet parents personally.
- ◆ Make a presentation before the student council stressing the advantage of PTA membership for students. Enlist the council's support and listen to members' ideas for involving students.
- ◆ If possible, start a core of students who are already involved in PTA. Use them as your recruitment/public relations team.
- ◆ Have a student membership chairperson or assist with your membership drive. Encourage student members to recruit their peers.
- ◆ Emphasize that PTA can be fun, using logos, T-shirts, music and drama to spark interest.
- ◆ Hold "each one reach one" recruitment drives in which every student member agrees to bring another student into PTA. Use PTA leadership materials, videotapes, legislative programs, etc., to show what PTA does.
- ◆ Make students realize that their membership is an integral part of your PTA, not just a temporary goal. Students should be part of the recruitment process as well as its result.
- ◆ Conduct a specific, meaningful, short-term, school wide project, the success of which will garner interest in a more intensive PTA experience.
- ◆ Make sure the administration and school commitment to PTA is clear to all students. Feeling that PTA is a meaningful part of the total school experience can be a motivating factor.
- ◆ Show role model support by using "star" endorsers. These "stars" might include school leaders or popular teachers who participate in school activities.
- ◆ Demonstrate support by providing public awards for student involvement via news media, announcements in student newspapers, assemblies, etc.
- ◆ Concentrate on attracting students who might not ordinarily participate.
- ◆ Show potential recruits how PTA activities relate to special interests such as art, music, writing and conservation.
- ◆ Stress the following basic benefits:
 - Feeling good about helping the school and the community.
 - Being with friends
 - Learning new skills