

UNIT MEMBERSHIP ACTIVITIES CHECKLIST

This checklist can be used by district or council leaders when contacting and speaking with PTAs about their membership efforts. It is also part of the "Procedures for handling withholding or underreporting per capita dues" in the Advanced Leadership Tools.

- What is your PTA's membership theme and membership goal?
 - Publicized in many ways?
 - Visually represented in prominent places?
 - Did your goal consider the California State PTA membership challenge?
- Was your membership invitation included in a school summer mailing?
 - Available in the office for late registering families as part of a welcome packet?
- Did your invitation letter include:
 - Information about the membership campaign (theme, goals, anyone can join)?
 - What your PTA has provided/plans to provide for the school and community?
 - What membership means (benefits of being a member, having a voice)?
 - Reference to the other levels of the PTA association and what they offer?
- Did you create a teacher/staff specific invitation to encourage staff membership?
 - Has your principal joined PTA and promoted PTA membership?
 - Do you have a particular incentive to encourage staff participation?
- What is your plan for outreach to the community, including non-family members, in your PTA?
- Have you identified those who are not members but who should be, if your PTA is to truly reflect your community?
- Does every PTA or school newsletter include PTA contact information for someone interested in joining?
- Do you have a membership table set up at every PTA and/or school event?
 - Registration day(s)?
 - At orientations for new students/parents?
 - At student performances?
- Do you use PTA brochures and other resources to sell PTA and explain the benefits?
- How will you ensure that every member receives his/her membership card?
- How are you keeping the membership list?
- Are all dues for new memberships regularly submitted to the unit treasurer?
 - Does the treasurer remit per capita through channels at least monthly?