

Increasing your “Male”-bership

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Why “Male”-bership Matters

Our Children



PROVEN that parental involvement matters

Membership



Largest volunteer based child advocacy organization

Support



Shows support for the school from all demographic groups
Access to additional resources

Diversity



Inclusion is a key focus area for National and Florida PTA to broaden membership geographically and demographically

Recognition



Spotlight on MEN (formerly known as Superman Award) for increasing male membership by 25+
Other Membership Awards

Where and when do we begin???

- Set a goal – write it down

From _____ to _____ by _____



- Start NOW!!!

• Where do I find Male members?

Meet them where they are!

- Welcome Back Events
 - Faculty Breakfast/Lunch
 - Orientation
 - Open House
- Sponsor School Events for Families
 - BooHoo Breakfast
 - Goodies with Grandparents
 - Doughnuts with Dad
 - Kids Reading Night
 - Father/Daughter Dance

TIPS(based on your PTA's level of commitment)

- ADDITIONAL Membership Form or check box
- Creative Benefits and Incentives
- Promote healthy competition between grade levels or subject areas

PTA Family Membership

- Do you offer or have you ever heard of one?
- No formal PTA Family Membership exists
- When “family memberships” are available, they are individual memberships repackaged



Planning for a FAST START



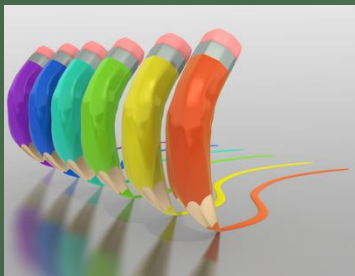
Planning for a FAST Start



F – First Few days of school are critical

A – ASK!

S – Smooth Transitions (and remember September 30th deadlines)



T – Toolkit of PTA Membership Resources

- National PTA www.pta.org
- Florida PTA www.floridapta.org
- Your County Council or PTA/PTSA Website

Questions?

Flexibility of this presentation and PTA's ability to include all members

