

2017 SCPTA Award of Excellence in Membership Promotion

Finalists with highlights of their 2016-17 campaigns

Fort Dorchester Elementary, D23 - Winner

Membership Drive Theme: "FDES is 'All In'"

- Took advantage of National PTA's online resources, publications, and back-to-school kit
- Increasing PTA membership was a goal for the entire Board
- Developed "clubs" to reach out to extended families, business partners, and community; Gran-Gater club for grandparents, Do-Dad club for male figures
- Winter membership challenge was geared towards business partners – offered these business members reduced "vendor fees" at the upcoming spring carnival
- Membership forms placed in the teachers' mailboxes during summer break; faculty members joining during the first week back were treated to a pizza party
- A local business partner donated car magnets that were given out when membership were bought at fact & fee nights

Jennie Moore Elementary, D9

Membership Drive Theme: " Get Connected with JME PTA"

- Extensive use of National PTA's print materials, online resources and back-to-school kit
- Business partners are members of PTA
- Fast passes are issued to PTA members to bypass the lines at back-to-school night
- Free printed student directory with paid membership
- Used an online app to communicate with members and sell membership online.

Oakview Elementary, D1

Membership Drive Theme: "#OWLIN"

- Principal communicated his expectation of 100% faculty membership by September 1 to earn the Early Bird Faculty challenge
- The "#OWLIN" theme merged Hooty the Owl (the school's mascot) with a social media Twitter type message
- A PTA Volunteer's Breakfast is hosted during the first few weeks of school
- Classroom incentives for the classes to reach 100% - ice cream parties for the first class per grade level, extra recess time for subsequent classes

Sara Collins Elementary, D1

Membership Drive Theme: "Constructing Bright Minds"

- Free kids meal coupons to Chuey's (TexMex restaurant) for memberships purchased at Meet the Teacher
- Grandparents Coffee held at beginning of school year
- PTA hosts a well-regarded, community event every fall (50+ year tradition, fall carnival)