

Membership Committee Work-Plan 2008-09

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Committee Members include liaisons from each cluster

Vision: Improved communication to parents, students and staff of the benefits of PTA membership for more active participation in MCCPTA.

Goal for the year: Increase MCCPTA membership by 20%

Action Plan:

- Monitor membership reports from MCCPTA and State;
- Provide support for Online Membership Data Reporting;
- Compile “best practices” and tips to increase membership;
- Contact locals with low membership numbers to assess membership problems;
- Provide support for locals at Back to School Night;
- Contact each area vice president and cluster about efforts to increase membership;
- Develop tier system based on membership numbers to better work with those schools needing assistance in building membership;
- Send out communication explaining benefits of PTA membership;
- Work with the National PTA and MDPTA on incentives for increasing membership.

Expenses: \$1,000