

Tips for Using the PTA Sign-up Banner Method for Recruiting

1. Fill out the banner first with your PTA name at on the top line, and with the programs and activities your PTA provides along the bottom of the banner. Notice that one side has a list of things Utah PTA gives your school and the other side has things National PTA gives you. This is a good visual to help people realize what their PTA dues do for their school.
2. Write the names of your committees followed by 1, 2, 3, etc. for number of people you want on each committee.
3. Break up larger committee responsibilities into smaller assignments to involve more people, such as a chairman over each category of Reflections as well as a general chairman.
4. Where you have chairmen and committee members already in place, fill in those names.
5. Start recruiting with the banner in the spring for the next school year. Put the banner up where parents will see it.
6. At any activity where parents attend, have a volunteer recruitment team familiar with PTA and with the activities your school sponsors, welcome each parent as they arrive, hand them a marker, and invite them to sign-up on the banner at least once. Make sure your volunteer recruitment team includes dads and bi-lingual parents of the ethnic backgrounds of the families in the school.
7. Have a clipboard handy to record contact information of the volunteers, do not put it on the banner.
8. Put the banner up at music, dance, drama events, sporting events, awards nights, graduation, as well as registration, back-to-school night, parent-teacher conferences, etc. Make sure your welcome team is also there.
9. If you can get permission to put it up in the office during the summer and all year, ask the staff to invite people moving in to the school to sign up. Students like to see their parents' names on the banner.
10. One of the benefits of this method is peer pressure--when parents see someone they know already signed up for a committee, they are more likely to sign up themselves. Children will also point out to parents that they can't find their name on the banner!!
11. To keep the banner from tearing when you put it up and take it down, put extra packaging tape on the back before putting the tape or tic tac on.
12. Make sure each committee chairman receives the names and the contact information from the banner and that they include everyone who signed up to help. One of the biggest complaints we hear is, "I signed up to help and no one contacted me". Don't let that happen in your PTA. It is the easiest way to lose volunteers.