

## Membership Gold—nuggets of advice from units that are having success

4 tips from Rogers Middle School in Long Beach where promotions seems to do the trick:

- Every student who joins is entered into a drawing for a Target gift card. (251 joined)
- Every student who gets 4+ people (can include themselves) to join is entered into a drawing for a "Front of the Line Pass" to be used throughout the year at lunch and activity days. (75 kids in that drawing)
- Every 8th Grader who joins is entered into a drawing for 6 reserved, priority, front row seats for promotion. (50 kids in that drawing...this did cause our 8th grade participation to grow.)
- The homeroom with the highest percentage of members join earns a pizza luncheon. 6th graders really get into this. Having teachers' support is key, as well! (13 of 29 homerooms, had greater than 100% participation; only 6 of the 29 had less than 60 %)

Have a good visual to illustrate numbers of members: Signal Hill Elementary in Long Beach worked with the district president's theme of One Team One Dream. Each teacher's name and room number was on a jersey (jerseys were color-coordinated by grade). Sports ball stickers were added to the jerseys as family and friends joined the PTA. The jerseys were on a big football field (a tablecloth from Dollar Tree!) posted on the PTA bulletin board. The classroom with the most balls by the end of the trimester won a healthy party (they'd done yoghurt parfait parties the year before).

Around the World Challenge: Several elementary schools have used this, and it would probably work at secondary school as well. Post a big map and use flags color coordinated to grade with the classroom number on it to stick in the map. Students are challenged to get memberships from non-local family and friends—around the state, country and the world! There can be prizes for the student getting a membership the most miles away, or for getting the most different places. The competition could be by classroom as well. The fun thing about this challenge is that it encourages students to contact relatives and friends in far off places.

A challenge that encourages bringing in memberships all through the school year: Signal Hill Elementary promises an end-of-year party for the entire grade level with the most memberships.

A quick comment from Thirty-Third District PTA about prizes:

If your prizes can be related to your theme, that is cute, but mostly you want to offer prizes that the students or parents want.

Make sure you respect your membership budget when setting out prizes. Don't promise items you don't have already donated or can't afford! Often bragging rights, a certificate given out at the school awards assembly is just as fun for children and teachers as anything else.

Check with your president and principal before offering any prize such as an end of the year party for a grade level. You want to have to permission and logistics worked out in advance before getting hopes up.