

## **Recruiting Business Members**

Developing benefits for a PTA membership is the best marketing tool you can use and that's where recruiting PTA business members and local businesses come into play.

Recruiting local PTA business members provides a two-fold advantage for your unit, an increase in membership numbers and a possible resource for activity donations. Remember - your parents and families are their target customer. By asking them if they are also willing to give a one-time donation at some point during the year, you are also creating a valuable resource for your PTA.

This is also a better way of increasing dues revenue for your unit. Let's face it; it's much easier to sell a business membership at a far higher price with lots of exposure than to raise an individual membership \$.50 - \$1.00.

Get businesses to join your unit as PTA members and give them recognition with a year-round listing in your newsletters, student directories, websites, etc. If you create special recognitions for business members by widely advertising their membership, they are more likely to join.

When a business joins your PTA they will receive a PTA business member certificate and a window decal. Both of these can be used by the business to let their customers know that they support your PTA. The state office will mail the business certificates and decals to the unit President for delivery.

### **Points to Remember**

- Approach local businesses
- Sign-up parents that are self-employed or own their own business
- Encourage parents to ask their employers to join
- Include a request for membership and sign up form with payments for doctor & dentist bills, music lesson payments, etc.
- Remember to say "Thank you", but don't say you'll tell your membership to frequent their business.
- The State and National portion of business memberships are \$5.00.
- When sending in the business membership dues, please use the Business Membership Dues Form. This is included on the Dues Remittance Form. Be sure to include a list with the correct spelling of the names so the state office can create their business member certificates.