

Membership Committee Update August 31, 2007

The Membership committee completed a 30-second PSA (Public Service Announcement) for membership recruitment using lots of local faces, places and voices to help get the word out that the PTA is made up of people just like you. The PSA has been sent to MCPS ITV and Montgomery Cable Television. We will post exact air times if we can get them.

We pulled together a list of "Best Practices" for membership recruitment that is on the MCCPTA website. There are lots of clever ideas to help build membership. We will continue to take idea and suggestions for membership recruitment so please keep sending the ideas to us.

We are compiling information on PTAs and PTSAs in need of assistance in an effort to help them build their membership.

We are looking into the concern about directory distribution and the opt-out deadline. Also, we are looking into universal sign-up forms and adding additional resources to our website.

Respectfully submitted by Susan Asbury Stavenhagen,
MCCPTA Membership Committee Chair, s.stavenbury@comcast.net