

9 Simple Ways to Recruit New Members

adapted from PTO Today.com 6 Ways To Connect With New Volunteers

- Create a plan
You have big plans and big events this year. Evaluate how many people it will take to achieve your goals. The more hands and minds the more successful your organization will be.
- Reach out to newbies
Contact incoming kindergarten/freshman families and any new families by email to welcome them as the new year starts. Consider sending handwritten notes to make the welcome more personal.
- No business get together
Try an off-site get together with parents to get to know them. Keep it casual and don't talk PTO/Booster business. Just get to know each other. Host an event or activity as a school function, something to keep the students busy and gives you time to engage the parents.
- Be open to new ideas
New members can sometimes irritate veterans when they have so many "new" ideas (which you may have already tried) or question the way things are done. While there is an occasional know-it-all, most are just trying to be helpful. Genuinely listen to what they have to say and give them positive, but honest feedback. You're bound to get some useful and fresh ideas and members.
- Bring a friend
Encourage all active members to bring a friend to a meeting or event. You may need help with a small task, big project or just new ideas. This is a great way to meet and recruit new members.
- Welcome and united front
Promote your work - buy T-shirts for board members and offer as an incentive to new members. Wear name tags to be more approachable. Switch up seating at meetings, this avoids a clique vibe, which can be damaging to your group.
- Timing is everything
Reach out often to all families with current opportunities and needs. Ask during planning with specific smaller tasks, dates and times. Give them many opportunities to say "Yes!".
- Shout out
Use social media to share all the good you are doing to encourage others to join you. Post shout-outs as thank yous to those that step up. Ask others to share pre and post event photos. Social media is also a great way to get your fundraisers and events out to the community.
- Ask for suggestions
Connect with school partners - principal, coaches, teachers and staff. Ask them for suggestions of people they feel would make an impact for your school/sport. They may be willing to make a personal ask on your behalf.

Share this flyer from PTO Today.com with your families as a “silent” recruiter

10 Reasons To Get Involved at School



- 1** **Volunteering makes a big difference.** Research consistently shows that kids whose parents are involved in their schools do better.
- 2** **Volunteering offers tangible ways to be part of things.** Sometimes we might mean well, but our busy lives get in the way of committing. Joining a parent group will provide concrete ways to get involved, whether at events, in the classroom, or on a committee.
- 3** **It feels great to participate!** Your child spends a lot of time at school, and it's great to share some of her school-related experiences with her.
- 4** **You'll get to know other parents.** It's powerful to create a circle of adult friends around a school, and having a shared interest is a good place to start. What's more, it can help foster connections between families in your community.
- 5** **Your help is always needed.** Whether it's helping run the next big event or providing support in the classroom, there are always ways to pitch in.
- 6** **It's a manageable commitment.** Volunteering can seem daunting, but it doesn't have to be. Spend an hour at a bingo night or talent show, and your efforts will be appreciated. And remember, it's always OK to say no when you're busy.
- 7** **It's fun!** Even simple events like pizza nights and family reading nights can spice up your week.
- 8** **You can tailor volunteering to play to your strengths.** Within a parent group or school community there are many ways to contribute, some of which are sure to complement your strengths, interests, or professional skills.
- 9** **Have a great idea?** Volunteering gives you opportunities to get your ideas out there.
- 10** **Volunteering provides another way to get to know school and support staff** to better understand their needs and ideas.

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