

Steps to Building an Inclusive PTA

Step # 1: Assess Your Current Situation

Ask these questions:

- ▶ Do we have clear, forceful policy statements about our commitment to inclusiveness?
- ▶ Does our membership and leadership reflect the diversity of the community and children we serve?
- ▶ Are our meetings accessible and appealing to a broad range of potential members?
- ▶ Do we collect and maintain demographic data to help in planning and evaluating our efforts?

Step # 2: Develop Strategies for Inclusiveness

Ask these questions:

- ▶ Do we need to enhance our current recruitment strategy or develop a specific one to reach a broader audience?
- ▶ How will we raise the awareness of our current membership?
- ▶ Are there members within our PTA who represent the people we want to target?
- ▶ How can we include these members and utilize their expertise in our recruitment campaign?

Step #3: Prepare Your Campaign

Ask these questions:

- ▶ Where will we find these members?
- ▶ What are their motivational needs (benefits for joining)?
- ▶ How will we communicate with them?
- ▶ What will we say to them?
- ▶ How will we include them if they don't want to join?

Modified from a handout provided at the
2005 National PTA Leadership Conference