

MEMBERSHIP CAMPAIGN AWARD

Purpose of Award:

This award encourages the participation of Local PTAs in creative use of membership theme in activities and programs that promote recruiting, enrolling, reporting and retaining members in Texas PTA.

Begin with the following information:

- Cover sheet with the name of your Local
- Local Unit Presidents Name
- School Principals Name
- Current school year
- Index of contents

Award Criteria:

- Local PTA must be in good standing with Galena Park Community Council PTA
- Local PTA must be in good standing with Texas PTA
- Provide current year membership totals.
- Provide the number of students enrolled at your campus
- Membership Theme (show some way)
- Activities and programs that promote recruiting, enrolling and retaining members.

Bonus Criteria:

- Show any promotional material used.
- Target some recruitment efforts to historically underserved groups (men, community, different ethnicities, etc.). Describe recruitment efforts and attach any promotional materials used.
- Implement innovative ideas for recruitment , retention, or membership renewal and describe your membership campaign focusing on creative, innovative recruitment and retention efforts (250 words or less)

When you are submitting your scrapbook for an award, you can be as creative as you desire, and display any additional items you wish.