

Building an Inclusive PTA

Questions to Consider

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 "Building Inclusive Units - What Works"
...a workshop at the 2006 National PTA Convention*