



How to have a Successful Membership Drive

Communicate with the principal about the Association role

- Plan cohesive communication with school administration /staff
- Ask how your association can help during these times of COVID-19
- Share the "**The Best for Each Student**" model for your Association
- Collaborate and confirm direction for the school year
- Confirm current safety expectations of staff and visitors to the building
- Provide information for the school inviting all families to join meetings
- Share the H&S Association calendar of events, contact information and social media connections and other helpful information

Welcome to the school Flyer

- Write a short welcome letter to include in the School newsletter, included in Association emails or by parent communication grapevine including links for:
 - OFHSA membership application
 - Promote Parent Voice Brochure
 - Share school dates, open house, meeting dates, Fundraisers
 - H&S Association calendar of events and contact information and social media connections
 - Update membership materials and the membership section of your Association website or social media

Membership Drive

- Recruit positive members to connect welcome information with returning members and new families
- Follow up with those who had questions; take suggestions for new ideas
- Have membership chair facilitate sign-up and answer any questions
- Send out emails, letters, or flyers with contact information and social media connections
- Online membership drive – Associations can accept Etransfer for deposit for membership fees.

What are the benefits at this time?

- an insight into the educational programs offered to children
- a broader understanding of the education system
- an independent source of information about educational change
- a voice in the shaping of those changes, at the school, the school board and the province
- access to advice, training, and resources to help members be informed

** conduct Home and School meetings off school property according to current Ontario Covid-19 Guidelines

For the rest of the year

- Provide updates to changes in expectations at the school and District School Board
- Share Association information and include membership and meeting information in messages
- Continue to share news of activities and online fundraisers, and membership benefits each month