

FREE Report

10 Ways to Prospect to and Support Your Local PTAs!



Each year, more and more schools are built to house the growing population of students across North America.

Community-conscious entrepreneurs recognize the value of building strong, long-lasting relationships with the parents, educators and faculty in their local school systems. With a nod to the premise of making a friend first and a sale later, savvy salespeople reap rewards for years to come as they build their sphere of influence and contribute to the futures of the students and teachers they support. Here are some ways that you can make a difference:

1. **Become a business partner.**

Most PTAs and PTSAs offer business partnerships that allow local entrepreneurs and small businesses to market their products and services in return for minimal financial support.

2. **Advertise in school newsletters or on websites**

You might be pleasantly surprised to discover how inexpensively you can advertise in this capacity. And because these resources are used so effectively by parents and the communities that surround the school, return on investment is usually significant.

3. **Sponsor a teacher function.**

Most PTAs and PTSAs hold several teacher functions throughout the year. Back-to-school brunches, teacher appreciation lunches and conference night pizza parties are just some of the ways you can support the teachers while winning great favor with parents and faculty.

4. **Become an advocate.**

Many boards are comprised of hard-working stay-at-home parents who are committed to making a difference. Their passion and purpose are contagious, but very often they could use help reaching into the business community for financial or legislative help. Help them get their voices heard wherever possible. Stay current on information for this segment at www.pta.org.

5. **Have some fun.**

Nearly every school hosts fun events during the academic year. Fall festivals, chili cook-offs, read-a-thons, book fairs, movie nights and dances are just some of the activities that generate needed revenue and bring communities together to support their schools. Jump in! Grab an apron to help with a spaghetti dinner, host a booth at the annual festival, or sponsor a DJ for the dance. Get to know the people and the kids you're supporting. You will have a blast while gaining the respect and business of the people you meet.

6. Find the need

Meet with the principals or the PTA presidents of the schools in your area to find out what their real needs are. For some, it is books or technology for the media center. For others, it might be playground equipment, a court cover, a reading garden or picnic tables. Not to suggest that you donate the whole or even the bulk of the need, but your career acumen and network of business professionals might just turn the keys they need to realize their goals.

7. Main events

Most schools have a main event or fundraiser each year. Some raise money for academic needs, others for sister schools or charities they're passionate about. The events often are walk-a-thons, 5K races, jump-a-thons or spelling bees. What do all of these have in common? T-shirts! Sponsor a T-shirt design contest, and fund or subsidize the shirts for the winners—being sure to include your logo and information on the back!

8. Red Ribbon Week

This annual event has been celebrated in schools across the nation since 1988. Originally created to honor fallen DEA agent Enrique "Kiki" Camarena, it promotes drug awareness and prevention on the elementary, middle and high school levels. The weeklong program offers many opportunities to help coordinate assemblies, judge door-decorating contests or sponsor drug-awareness novelties that are distributed to the students.

9. Great American Teach-In

Community leaders, parents and business men and women join forces with local schools every year to play "teacher"—giving presentations on careers or hobbies they are passionate about. The event gives students great insight into the world around them and shows the opportunities that exist with hard work, commitment and an open mind.

10. Offer a premium

Through advertising and word of mouth, offer a discount, premium service or some sort of incentive to your school community. Give these prospects a special DID number to call or a priority code to reference, or simply have them name the school in order to receive VIP status with you and your staff. Let them know what it means to you to walk shoulder-to-shoulder with them in their commitment to the students. And let them know that, by extension, you have a commitment to being their resource for real estate questions and services.

Niche marketing and specialization are vital prospecting tools in today's swiftly changing market.

Look for our "Heroes" series of marketing materials coming soon in your ProspectsPLUS! software; the series celebrates heroes such as teachers, police, firefighters and military personnel. Local CPAs, attorneys, builders and medical professionals are more examples of niche markets that might interest you and allow you to truly own a demographic in your area. To learn more about how targeted marketing can exponentially grow your business, contact Julie today at 866.405.3641 and schedule a FREE training webinar for your office!