

Dear Membership Chairmen:

I hope you have had a restful summer vacation and that you are ready to start the new school year with real parent-teacher enthusiasm, for you are responsible for maintaining and increasing the membership of your unit.

The membership chairman is THE salesman for your association. Urge parents to "Invest in childhood and youth with a Parent-Teacher Membership." Set a high goal for your unit. The foundation of every parent-teacher association is membership. A solid foundation helps make a successful local unit. Select your membership committees carefully--choose members who understand the parent-teacher objects, purposes, policies, achievements, and activities, so they can present them properly to all prospective members. Keep in mind that the parent-teacher organization is educational.

To do an effective piece of work the membership chairman should be a thorough believer in the parent-teacher movement; he should like people and be able to meet them easily. He should understand the work in your community, and also the achievements and activities of the national, state, and local organizations, so he may speak enthusiastically of the "ALL-INCLUSIVE" membership.

The governor has declared the week of September 22-28, 1941 as PARENT-TEACHER ENROLLMENT WEEK. City daily and rural weekly papers alike proclaim this act to their readers.

In the National Membership Conference in Boston three questions were discussed. The following are a few of them:

1. How does the parent-teacher association serve the community?
  - (a) Molds public opinion
  - (b) Sponsors supervised recreation
  - (c) Protects public recreation
  - (d) Helps interpret the school's program
  - (e) Promotes youth guidance
  - (f) Keeps parents informed on what is going on in community.

11.

Who should belong?

- (a) Every citizen interested in preserving democracy.
- (b) Every citizen interested in the welfare of the future generation