



Mid-Year Membership Monday

January 2, 2017

PTAs keep doing good things for kids in 2017

Membership Monday is back! To support you and your PTA at the mid-point in the 2016-2017 school year, we're back in your inbox with tips, resources and inspiration. We'll be bringing you these special editions through Founders Day, so be on the lookout during the Mondays ahead!

Share this new Spanish PTA membership video

Well-informed, engaged parents make a difference for student success in school and beyond. Check out -- and share -- this Spanish-language video showing how family engagement, including PTA membership, makes a difference! And don't forget to see and share the [English version](#) as well.



Click to view the new video!

New year = new membership opportunities

PTA membership is a year-round process, and membership resources and ideas are available for you all year long at capta.org:

- Webinars
- Graphics, logos and social-media icons
- Flier templates
- PTA merchandise and materials
- [PTA Toolkit](#) -- available in English and Spanish
- [Running Your PTA...Made Easy](#) -- available in English and Spanish
- And more!



California State PTA **always** wants your PTA membership stories: Keep sharing your tips, ideas and successes -- and don't forget the photos -- with socialmedia@capta.org!

We are here for you! Membership efforts don't end after back-to-school season: That's why, if you have any membership questions, your [council and district PTA offices](#) are happy to help at all times. And feel free to contact membership@capta.org or socialmedia@capta.org as well.

Don't forget membership incentives and awards!

Building your PTA membership can really pay off for your school. Not only will your PTA have the support of parents and families, but your PTA could qualify for awesome [membership-challenge incentives](#):



- **NEW FOR 2017: Mid-Year Membership Challenge** -- Resolve to “do good things for kids” in 2017 by adding 17 new members to your local PTA!
- **Do Good Things for Your PTA Membership** -- Complete at least seven strategies — three required and four optional — and your PTA will receive an exclusive ribbon at convention, receive a mention on California State PTA’s website and qualify for a chance to win some money for your PTA.

DO GOOD THINGS FOR YOUR PTA MEMBERSHIP CHALLENGE -- YOU'VE GOT OPTIONS!

When it comes to the Do Good Things for Your PTA Membership challenge, there are a total of 12 optional strategies for your PTA to choose four from -- all geared to strengthen your PTA and school community! For instance, Option 1 simply asks, “**Does your PTA have a designated Membership Chair?**” If your PTA has done that activity, check it off when you enter this incentive challenge! See [all 12 options](#) and learn more.

Celebrate PTA on Founders Day: February 17

Feb. 17, 2017, is a special day -- it's the 120th anniversary of PTA!

Founders Day is a wonderful time to renew the dedication to the [purposes of PTA](#) that were defined by PTA’s founders more than a century ago. It’s also the **perfect** opportunity to showcase the [value of PTA membership](#) and how members do good things for kids each and every day!

[Learn more](#) about this important observance, share how PTA members do good things for kids and let everyone know how your PTA connects families, schools and communities.



Please keep in mind that it's because of the dues of PTA members like you and the other thousands of parents, families, educators and community leaders throughout the state that we are able to continue to offer great resources and materials -- thank you!

This message is being sent to all PTA membership and communications officers as well as all PTA presidents.

