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July 26, 2021

Membership Services Commission

Para leer en español, [clic aquí](#).



Welcome back to Membership Monday! Each Monday, for the next 10 weeks, the California State PTA Membership Services Commission will share helpful tips, resources, training and marketing ideas to make your PTA/PTSA membership campaigns successful. We will also be conducting webinars and doing live video meetings to help answer questions and provide advice in “real time” through the fall back-to-school season.

Because of the pandemic, last year was a challenge for all of us but 2021-22 can and will be different. This is our opportunity to build back our membership and make it even stronger by providing that personal connection between home and school. We can show our school communities the value of PTA by reminding them how, even during a pandemic, PTA proactively advocated for every child with one voice to make sure they had the tools they needed to be successful, whether that was returning to campus, learning from home, or learning in a hybrid environment.

We're here to help you make the most of your PTA membership campaigns this year. Here's to one million members by 2023!

Jeff Price

*Vice President for Membership Services
California State PTA*

P.S. Follow California State PTA on social media and be the first to learn about the 2021-22 school year membership challenges and incentives (we're sharing in mid-August) and upcoming trainings!



THE GREAT MEMBERSHIP IDEA EXCHANGE



Got great membership ideas - or are you perhaps seeking some inspiration? Join the California State PTA Membership Services commission and other leaders throughout the state during one of our upcoming Zoom brainstorming calls:

- **English:** Monday, August 16, from 7:00-8:00 p.m.
- **Spanish:** Monday, August 23, from 7:00-8:00 p.m.

[Click here](#) to register.

MEMBERSHIP RESOURCES



Whether you are brand new to PTA, or just need a refresher, these resources will help you understand your role as a PTA membership leader and explain why membership is so important to our organization:

- The [Membership Section of the Toolkit](#) is the place to start for understanding the ins and outs of PTA membership.
- [TOTEM Electronic Membership System](#): California State PTA's online membership system makes joining and renewing PTA membership at every level of the organization easier for parents, families and community members.
- [Zooming into Membership](#), from National PTA.

And here are ideas for creating a membership marketing plan for the entire year:

- [Building Membership web page](#), includes training videos, customizable fliers, and other information.
- [PTA For Your Child](#), from National PTA.

MEMBERS SUPPORTING MEMBERS



As you start your new role during the new school year, remember that you are not alone!

Membership is every single person's responsibility in our organization, so please reach out to other PTA leaders at the council, district and state levels with any questions, problems or issues you might have. You can also send an email to membership@capta.org.

TAKE ACTION!



Read our blog for ideas on how to keep your kid's mind engaged over the summer

[GO TO BLOG](#)

Read our response to the education budget that the Governor approved on July 12

[READ NOW](#)

Don't miss out on over \$5 million in scholarships for high school juniors!

[LEARN MORE](#)

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