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## GEARING UP FOR THE NEW SCHOOL YEAR

**Welcome back to Membership Mondays!** Our goal is to help you make the most of your PTA membership campaigns this year. Each Monday during the back-to-school season, we'll share helpful tips, resources, training and marketing ideas to make your PTA/PTSA membership campaigns successful.

Let's start by acknowledging that this may be our most challenging membership year ever. This year, our membership campaigns may look a little different. The fact that most of us may not be on campus as often or at all at the beginning of the school year means we'll need to look at our start-of-year membership campaigns from a new angle. While I'm sure that this year will be different, it's also an excellent opportunity to remind our school communities of the value of PTA, and upcoming Membership Mondays will hopefully highlight these values.



How we get the message out to our community will change, but many parts of a successful membership campaign will remain the same.

Once again, we've surveyed units who had successful membership campaigns, and found that they have a few things in common:

- **A theme and goal.** Work with your team to decide on a membership theme and goal. This year your goal might not be as ambitious as in previous years (for California State PTA, we would be thrilled if each unit were able to get at least one more member than the year before). Work with your team to decide what is going to work best for your PTA.
- **A supportive principal.** Schedule a meeting with your principal to discuss your plans for the upcoming school year. This year, that may be in the form of a Zoom meeting or a phone call. More than ever, an open line of respectful two-way communication is key to a positive and productive partnership.

- **A really great invitation letter.** Think about your invitation letter. Instead of going out in a backpack at the start of the year, you may have to get this message out electronically, posted on your social media platforms, or even going completely old school and having it included in a phone message that goes out to your school community.
- **Persistence.** Be persistent. If you're not having the success you were hoping for at the start of the year, analyze any parts of your campaign that may not be working or need an additional boost.

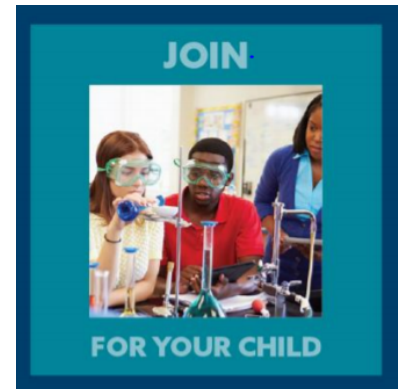
### Resources:

Here are some resources to help get you started, including the new membership toolkit from National PTA, full of great ideas on how you can "PTA For Your Child." Also, be on the lookout for upcoming membership challenges from California State PTA.

- **Building Membership web page:** <https://capta.org/pta-leaders/run-your-pta/building-membership/>
- **Member Perks page:** <https://capta.org/join/member-perks/>
- **Membership Toolkit for Your Child:** [https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership\\_toolkit-for\\_your\\_child.pdf](https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership_toolkit-for_your_child.pdf)

We would love to hear from you! If you have questions or comments or of course success stories, please send them to [membership@capta.org](mailto:membership@capta.org).

Michael Morgan  
Vice President for Membership Services  
California State PTA



## THE GREAT PTA MEMBERSHIP IDEA EXCHANGE

Got great membership ideas - or are you perhaps seeking some inspiration?

Join the California State PTA Membership Services commission during one of our upcoming Zoom brainstorming calls, where you can share your membership campaign ideas, or get ideas from other local leaders.

Here are details of the first call:

- **Topic:** The Great PTA Membership Idea Exchange
- **Time:** July 29, 2020, 7:00 p.m.
- **Zoom link:** <https://zoom.us/j/91752512295?pwd=NUtwSTdQU3lvZkxOalp1Vzd5OE9UUT09>
- **Meeting ID:** 917 5251 2295
- **Password:** pAF9KZ



In next week's Membership Monday we'll give you details of the second call, which takes place August 5th and will offer our Spanish-speaking leaders an opportunity to hear suggestions on how to kick off their membership campaigns.

# TAKE ACTION!

## Discover Math Together Virtual Summer Sessions



Join Alex Kajitani, "The Rappin' Mathematician," for fun-filled sessions that can help you help your child learn math.

**REGISTER NOW**

## Promote Your PTA With a Banner



Adorn your fence or window with a colorful outdoor banner from the online PTA Store – there are 8 different theme options to choose from!

**SHOP NOW**


## Did You Know That PTAEZ Is Now MyPTEZ?



PTA's online accounting and financial management system has a new name – but the same great service!

**LEARN MORE**

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