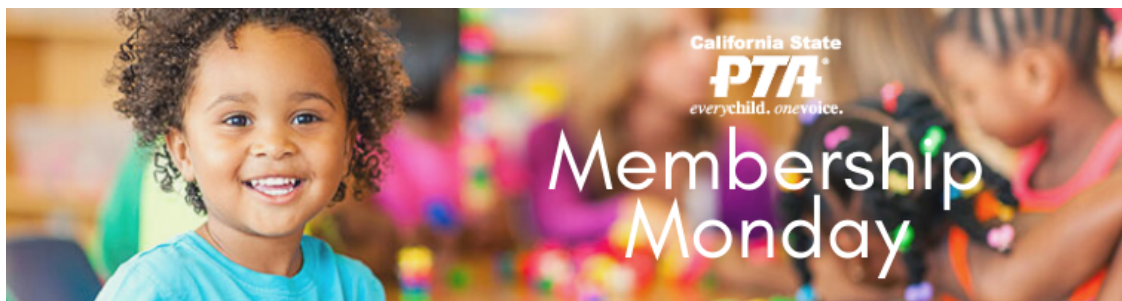


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August 2, 2021

Membership Services Commission

Para leer en español, [clic aquí](#).



Welcome to week two of Membership Monday! In this edition, we discuss how to build a successful membership marketing plan.

California State PTA conducted a survey among units from across the state that have consistently performed well in membership. The survey revealed strategies these units used, including:

- A membership theme and goal
- Support from their school administrator
- A great “ask” or invitation letter
- Persistence

Running your membership campaign does not have to be difficult. Simply following these steps will help guide you to your goal. Be creative, have fun, and tell EVERYONE why PTA is important to your school and to the children and families in your community.

Until next week,

Jeff Price

*Vice President for Membership Services
California State PTA*

P.S. Did you miss last week's Membership Monday? [Read it here!](#)

PLAN YOUR ROUTE TO MEMBERSHIP SUCCESS



- **Membership Theme and Goal:** Step #1 is for your unit to choose a membership theme. [Here are some ideas!](#) Work with your team to decide what is going to work best for your PTA because every unit is unique. A goal is important so that everyone at your unit knows what they are striving for. Use a

- **Administration's Support:** Next, schedule a meeting with your principal to discuss your plans for the upcoming school year. More than ever, an open line of respectful two-way communication is key to a positive and productive partnership. Remember, PTA is a guest on your child's campus.
- **Ask:** Draft a really great invitation letter. Think about your invitation letter. [This PTA publication](#) will help get you started. Personalize the letter by including a list of all the programs your PTA offers for children at your school, or the programs you plan to offer. Also, think about how you'll get your message into your potential members' hands and hearts. It might go out in a backpack at the start of the year, but you may have to get this message out electronically, posted on your social media platforms, or go completely old school and include it in a phone message that goes out to your school community. Also, keep an updated membership roster so you can keep track of who has not joined your PTA and reach out to them personally.
- **Persistence:** Make a plan for how to be persistent. Set a time for looking at the success you have at the start of the year, analyze your membership campaign and make adjustments to those parts that may not be working or that need an additional boost.

JOIN THE 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 LOGOS, GRAPHICS AND VIDEOS



Check out the [Building Membership page](#) on the California State PTA website - we recently updated the "Logos, Graphics and Videos" section with a ton of new content, including numerous versions of the 2021-23 term logo, social media cover images and profile overlays, Zoom backgrounds, Zoom recording overlays, and more!

TAKE ACTION!

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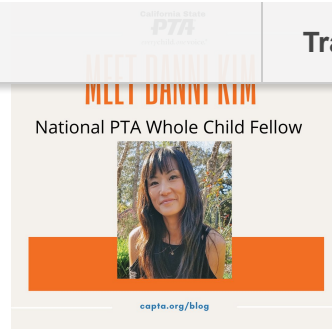
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PTA Family Engagement
Fellow, from Franklin Magnet
PTA in First District**

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