Membership Tip:

Involving teachers and administrators in collaborative partnership with your PTA is one of the best ways to strengthen communication between families and schools. Encouraging teachers to join PTA should be one of the focal points of your membership campaign.

So as you plan and promote your PTA membership campaign this back-to-school season make sure it includes ideas, like the ones below, that will encourage teachers at your child’s school to join PTA.

Talking to Teachers About PTA Membership

We’ve put together a list of ideas and some helpful tools to help you get teachers on board.

- **TALK** with teachers about the **value of PTA**. Arrange to provide breakfast or a snack for teachers and use the opportunity to discuss the value of PTA at your school. Back-to-School night can also be a good opportunity to speak with both teachers and parents about supporting PTA.
- **SHARE** information about PTA’s **Continuing Education Scholarships**. PTA offers scholarships to teachers, school nurses, counselors and volunteers to continue their education.
- **REMIND** teachers and staff about PTA's advocacy work. PTA is much more than a local fundraising group for your school.
ENLIST the support of your principal. A principal’s encouragement for teachers to join PTA can go a long way.

OFFER incentives to join. Award teachers and staff with a lunch or celebration when 100 percent teacher membership is reached, or offer teachers who join reimbursements for classroom supplies.

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.

Membership Logos, Graphics and Videos

Have you checked out the Building Membership page on the California State PTA website yet? 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!

**Academic Impact of a Lost Year**

AB 104 goes into effect immediately and allows parents of students who fell behind during the last year to pursue a number of learning recovery options before the next school year begins. California State PTA supported the bill.
Summer's Not Over Yet!

Read our blog for ideas on how to keep your kids' minds busy until school starts.

LEARN MORE