



## *In This Issue:*

- Highlights of the first two "Great PTA Membership Idea Exchange" Zoom calls
- Great PTA Membership Idea Exchange call #3 - August 12

*Para leer en español, [clic aquí](#).*

## HIGHLIGHTS OF THE GREAT PTA MEMBERSHIP IDEA EXCHANGE ZOOM CALLS

As we get closer to the start of the school year, we hope all of you and your families and your communities are in good health. Thank you to those of you who have joined us on our recent membership webinar and phone calls. A big thank you as well to those of you that have reached out to let us know your concerns about starting your membership campaigns while our school campuses remain closed. As we've mentioned in previous Membership Mondays, you know your school community better than anyone and know what your membership campaign should look like this year.

We want to share some of the highlights that have come from our recent Membership Idea Exchanges. There are quite a few suggestions, so here are some divided by category:

**Themes:** We have a lot of creative local leaders with really great suggestions on themes they were either using this year or the previous year. Some that came up often included:

- Help Us Grow
- Stronger Together
- Building a Better Community

Here is a link to some membership theme ideas we put together just a couple years ago that includes many that can still be used while we're away from our school campuses: <https://capta.org/pta-leaders/run-your-pta/building-membership/ways-to-increase-pta-membership/membership-theme-ideas>

**Membership Incentives:** Numerous questions revolved around incentives for members to join. In the past, our units may have given out special stickers, or pencils with the school name or logo on it. While this may or may not still work for your school community, here's what some of our PTAs have planned for this year:



- Stickers: Some of our PTAs will be mailing those out, and some are looking into digital stickers that can be given to their students and families.
- Read-a-Thons: A couple of our PTAs are planning read-a-thons with special bookmarks for participating.
- Special Zoom calls: One PTA is offering an appearance from a llama during one of their Zoom classes as a prize for membership participation. Llamas are cool – I know many adults would like a Zoom call with a llama in it.

**Who To Ask and How To Ask Them:** In addition to the multiple theme and incentive ideas, a number of our leaders suggested that instead of relying solely on our families, many of our PTAs were going to reach out to local officials such as mayors, city council members, school board members, etc. They also mentioned the importance of knowing the best ways to reach our communities. For some, it may be through social media, emails, or phone calls. But for others, it might be taking advantage of your local newspaper or even scheduled text campaigns. The biggest takeaway is the importance of knowing the best way to reach your community.

Again, thank you to those that took time out of your schedule to join us during these calls. Hopefully you'll be able to join us on our next call this Wednesday, August 12th from 7:30 PM to 8:30 PM (see details below). As always, 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).

## THE GREAT PTA MEMBERSHIP IDEA EXCHANGE #3

If you tried to join our Spanish-language membership idea exchange session on August 5 but had trouble connecting, we apologize. There was a problem with the Zoom link.

However, you'll have another chance to participate! **On Wednesday, August 12** we'll be repeating the session. Join us virtually from 7:30-8:30 pm and share membership campaign ideas, or get inspiration from other local leaders.

As with the last session, this one is specifically aimed at our **Spanish-speaking members**.

Here are the details:

**Topic:** El Gran Intercambio de Ideas de Membresía de la PTA (The Great PTA Membership Idea Exchange)

**Time:** August 12, 2020, 7:30-8:30 p.m.

**Zoom join link:** <https://zoom.us/j/95880483122?pwd=QWRCeFZFTXpZMmoyazRudDNVNnZkQT09>

**Meeting ID:** 958 8048 3122

**Password:** vnBBs9



## TAKE ACTION!

**2020-21 Theme Apparel**  
Now Available in PTA Store!

**#DiscoverTogether**  
Science Learning for Everyone

**Summer 2020**  
Member Perks are Here



Get shirts and face masks in various sizes, styles and colors with the "All Children are Our Children" logo! There's something for every member.

**SHOP NOW**



Science is everywhere, and for everyone! Check out our tools to help your child learn science simply by exploring the world around them.

**LEARN MORE**



Check out our great offers from SkyOne, Lifetouch, Legoland and more – only for PTA members!

**LEARN MORE**

This message was sent to lizzie@uptownstudios.net by californiastatepta@capta.org  
2327 L Street, Sacramento, CA, 95816

**Verified**Unsubscribe<sup>SM</sup>

[Unsubscribe](#) | [Manage Subscription](#) | [Forward Email](#) | [Report Abuse](#)



**This is a Test Email only.**

This message was sent for the sole purpose of testing a draft message.