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THE "MEMBERSHIP DRIVE" CHALLENGE

Thank you to those of you that have taken the time to participate in our Virtual Summer Leadership Academy workshops and our Membership Idea Exchange phone calls. We hope to have more of these events in the near future.

A large part of the feedback we have received has been that many of you are not only looking for ways to be a resource for your school community during the time we're not on campus, but also requesting updated membership challenges from California State PTA.

We have spent the last few weeks covering ways to make your PTA virtual this year, so we are following our own advice and making this year's membership challenge one that can be completed virtually. Starting September 1, 2020 and ending June 15, 2021 our **Membership Drive Challenge** will take your PTA on a virtual drive through our state. We will have eight different checkpoints throughout the year. The game board/map and checkpoint descriptions are included in the links below:

[Click here](#) to view or download the game board/map

[Click here](#) to view or download the checkpoint descriptions and challenge instructions

The PTA units that complete the challenge at each checkpoint will be entered into a drawing for prizes ranging from digital postcards, to bumper stickers, banners, tablecloths, and more. The Membership Drive challenges are not mandatory, but rather a fun way for us to recognize our local PTAs for their achievements. We're hoping you find the checkpoints simple and fun.

As we've mentioned previously, we know that some of our communities may not be ready to think about a traditional membership campaign this year, and we understand that. You are the experts of what works best in your communities. But we are here to help and support you in any way possible.

We hope a large number of you will join us on our Membership Drive this year. If you have questions, comments or success stories, please send them to membership@capta.org.



TAKE ACTION!

Lessons we learned from our "listening sessions"



Read the final report about our listening sessions! Find out what we learned from you – and what recommendations we have going forward.

[LEARN MORE](#)

PTA in California summer issue now available



Read about how our members, schools and families are adapting in response to the pandemic and demands for greater racial equity, and what PTA is doing to support them.

[LEARN MORE](#)

Summer 2020 Member Perks are Here



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

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