EVERY MEMBER MATTERS AND TEACHERS MATTER

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Our membership theme for this term is “Every Member Matters” and our membership goal is to finish this year with at least 750,000 members.

As we start a new school year, it’s a great opportunity to reach out to our teachers and administrators. Not only is “Teacher” our middle name, but involving teachers and administrators is one of the best ways to strengthen communication between families and schools. Encouraging teachers to join PTA in a collaborative partnership should be one of the focal points of your membership campaign.

We’ve even brought back by popular demand Teachers Matter as one of our challenges and you can download the form here.

- 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. Research tells us that a key to membership growth is having a supportive principal and teachers.
- Share information about PTA’s Continuing Education Scholarships. PTA offers scholarships to teachers, school nurses, counselors and volunteers to continue their education. Learn more at www.capta.org/scholarships/continuing-education – applications will be available soon!
- Remind teachers and staff about PTA’s advocacy work. PTA is much more than a local fundraising group for your school – it’s an advocacy organization focused on student success!
- 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.

For more information on how to encourage teachers at your child's school to join PTA, check out www.capta.org/ways-to-encourage-teachers-to-join-pta. You will also find easy-to-use tools and resources to help plan and promote your PTA membership campaign this back-to-school season.

We would love to hear from you! Please don’t hesitate to contact us at membership@capta.org with any comments, questions or success stories.
TAKE ACTION

Regional Leadership Conferences

Join PTA leaders from across the state at two trainings this fall to help you succeed. REGISTER TODAY

Electronic Membership System Training

Learn more about our e-membership's system's new features, updated information and more. LEARN MORE

Check Out the Membership Toolbox

Customizable flyers, planning templates, logos and so much more! READ MORE

Upload New PTA Leader Information

Don't forget to update your PTA's leader contact information in PTAEZ! UPDATE

This email is being sent to all unit, council and district PTA presidents and vice presidents, as well as membership and communications officers.

This message was sent to deckman@capta.org by californiastatepta@capta.org
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