

Membership Monday

California State
PTA
everychild. every voice.

August 27, 2018



KEEPING FAMILIES INFORMED AND ENGAGED

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

Are you looking for some great materials to share with parents and families at back-to-school night or at PTA events? Check these out! Feel free to copy and share.

- [Parents' Guide to Student Success](#), available in six languages
- Quick Guides to Understanding the Local Control and Accountability Plans (LCAPs) for schools, in [English](#) and [Spanish](#)
- [Parents' Guide to the Visual and Performing Arts in California Public Schools](#), a new resource created with helpful information on arts education
- [Why Your School Needs a PTA](#), also available in six languages
- PTA National Standards for Family-School Partnerships Assessment Guide, available in both [English](#) and [Spanish](#).



Connecting families, schools and communities is what PTA does, and it's what PTA has done for more than a century! During the back-to-school season and throughout the year, be sure to help spread

the word about important education changes with your school community.

MEMBERSHIP CHALLENGES

Our membership is our strength and our voice, and without our members, we wouldn't be able to do all the good things we do for children and families. That's why we're celebrating membership with fun, easy challenges for your PTA!

Membership Marketing Challenge:

We've come up with 19 ideas to market your PTA. If you complete 10 or more ideas and [submit the online form](#), you will win our Membership Marketing Challenge! Your PTA will receive a certificate and a special ribbon at convention. You'll also be entered into a drawing to win \$200 for your PTA! Ten lucky PTAs will win the cash prize.

Membership Increase Challenge: This challenge is easy – all you have to do is increase your membership numbers from last year! The deadline for this challenge is April 30, 2019. Each unit that increase its membership number over last year's number will receive a certificate and pin acknowledging the accomplishment, and will be entered into a drawing for cash prizes. For every 50 additional members the local unit will receive an additional drawing entry. We will be awarding ten \$200 cash prizes to local PTAs.



For more information on webinars, membership challenges, promotional materials, marketing strategies and much more, visit www.capta.org/building-membership.

SHOW US YOUR PTA PRIDE

What's your favorite way to show off your PTA pride while increasing membership? ***We want to hear from you!***

California State PTA is looking for your PTA success stories, membership theme ideas, photos of your bulletin boards and banners, back-to-school pictures and more to be featured on our social media pages and the state website!

Tag your social media posts with the tag **#PTA4Kids** or email us at socialmedia@capta.org to share your PTA experience with us.

Need some inspiration? Visit www.capta.org/building-membership for logos, fliers, lists of theme ideas, training tools and more.



TAKE ACTION

Electronic Membership Orientation



Learn the basics of the new system and how to get your unit online

WATCH

Check Out the Toolbox



PTA speaks for every child with one voice. Let's raise our voice!

READ MORE

Scholarships for PTA Members



We're offering continuing-
education scholarships for
school professionals and
volunteers
APPLY TODAY

Regional Leadership Conferences



Don't miss these four great
training opportunities across
the state!
LEARN MORE

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