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## CHOOSING A MEMBERSHIP DRIVE THEME

By now, most of us have probably started the new school year. And while we may not be on campus currently, this is easily the busiest time for our membership campaigns. The start of a new year allows us to focus on the value of our PTAs and PTA membership. Hopefully you've had the chance to meet with your PTA boards and principals to develop your plan for this year. We also hope that you have had the opportunity to look at our California State PTA **Membership Drive Challenge**, and will join us on our membership drive throughout the state.



One of the first checkpoints on the Membership Drive Challenge is to send your membership goal and theme to us at [membership@capta.org](mailto:membership@capta.org). The reason we made this the first checkpoint is because our surveys continue to tell us that a large number of PTAs that have increased their membership have a goal and a theme to rally around. To view the checkpoint descriptions and challenge instructions, [click here](#).

If you are looking for membership theme ideas, you can find some that have been used in the past by visiting the [California State PTA website](#). National PTA has a new membership campaign theme, "PTA For Your Child." The new membership toolkit from National PTA contains not only the new theme, but a variety of materials in both English and Spanish that you can share with your community. You can find the National PTA new membership toolkit by [clicking here](#).

We are looking forward to going on the Membership Drive with all of you, and we are here to support you. If you have questions, comments or success stories, please send them to [membership@capta.org](mailto:membership@capta.org).

## TAKE ACTION!

Lessons we learned  
from our "listening sessions"

PTA in California  
summer issue now available

Summer 2020  
Member Perks are Here



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

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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.


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

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