MAKE YOUR MEMBERSHIP CAMPAIGN PERSONAL

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The start of the school year is easily the busiest time for our membership campaigns. The excitement of a new year tends to bring families on campus and increase numbers, and let’s not forget the large number of parents and guardians present for Back to School night.

This time is an excellent chance for us to personally ask people to join our PTA. We know there are a lot of ways to reach out to your school communities, such as social media posts, flyers that go home in backpacks, newsletters, emails, messenger pigeons, and more. But according to numerous surveys, the number one way to get people to join a group is from a personal ask.

Here are some tips for approaching families, friends, and staff during this busy time of the school year:

- **Say hello.** The beginning of the school year can be stressful time for those dropping off their students, especially for families that are new to your school. A simple gesture such as saying hello can make someone’s day and you get the opportunity to show how welcoming and friendly your PTA is.
- **Be open.** Be willing to step out of your comfort zone and speak to families you may not know. It’s an excellent way to expand your network of potential members.
- **Remember to smile.** Because the beginning of a new year can also be a really busy time for PTA leaders, it’s easy to forget people are watching us. Try to remember to smile, even as you’re thinking of the myriad of tasks that the start of a new school year brings.
- **Ask.** Let people know why they should join your PTA. It might be helpful if you’re able to let people know some of the things your PTA has done for your school, and that by joining your PTA they can help support whatever programs your PTA is planning for this year.
- **Use the electronic membership system.** If your PTA is using our electronic membership system powered by TOTEM, joining is even easier. Learn more at [www.capta.org/electronic-membership-system](http://www.capta.org/electronic-membership-system)

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.

PARTICIPATE IN MEMBERSHIP CHALLENGES TO WIN BIG
Membership is PTA's strength and our voice. We want all of our local PTAs to have the tools they need to increase membership. Don't forget to participate in our membership challenges!

**Tell Us Your Theme and Your Goal:** Any PTA unit, council or district that forwards their membership theme for the 2019-2020 membership year along with a membership goal that reflects an increase over their final membership total from 2018-2019 and meets that goal will be entered into a drawing to receive one of 5 free registrations for the 2020 California State PTA convention. All unit, councils and districts that qualify will receive a recognition ribbon at the 2020 California State PTA convention. **Send your goal to Vice President for Membership Services Michael Morgan (membership@capta.org) by 5 p.m. on October 31, 2019. Memberships have to be received through channels by March 15, 2020 to count for the convention drawing.**

Learn more about the other membership challenges at [www.capta.org/building-membership](http://www.capta.org/building-membership).

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**TAKE ACTION**

**Regional Leadership Conferences**

**Electronic Membership System Training**

**Check Out the Membership Toolbox**

**Upload New PTA Leader Information**

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Download resources from our Regional Leadership Conferences now. **LEARN MORE**

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

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

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

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