

Membership Monday

California State
PTA
everychild. every voice.

September 17, 2018



BEST PRACTICE: USE THE MEMBERSHIP TOOLBOX

Para leer en español, [clic aquí.](#)

California State PTA helps make membership easy! If you're looking for ideas to increase PTA membership at your school or ways to engage students or teachers in PTA, check out the Membership Toolbox for these great ideas and resources:

- [Membership Timeline](#)
- [Membership Theme Ideas](#)
- [Local Goal Setting Template](#)
- [Membership Messaging That Works](#)
- [Ways to Increase Membership](#)
- [Tips for Building Student Membership](#)
- [Steps for Setting Up Electronic Membership System](#)

Don't forget to include everyone in your membership ask. Parents who speak languages other than English will feel more welcomed and included when you include materials in their native language. If there is a population of people in your school community who speak another language, consider asking someone from that group to help out. It's a great way to be inclusive



We now have our customizable PTA membership marketing flyers in six languages – English, Spanish, Chinese, Vietnamese, Tagalog and Arabic. View this flier and more resources at www.capta.org/building-membership.

and you'll grow as a PTA by learning more about the families at your school.

PROMOTE SCHOLARSHIPS AS A REASON TO JOIN PTA

Continuing Education Scholarships

Did you know that California State PTA offers several scholarships? But you must be a PTA member to apply! This is a great reason to join, and a great way to promote the benefits of PTA membership.

To help school professionals and volunteers continue their educations, California State PTA is proud to offer \$500 scholarships for credentialed teachers and counselors, school nurses and PTA volunteers.

All scholarship applications require two references and application forms can be completed online. All scholarships require current membership at PTAs in good standing – which means that as leaders, you can advertise this as a perk of joining PTA as part of your membership drives! learn more and apply at www.capta.org/scholarships.

Applications for scholarships must be received in the California State PTA office by October 15 by 5 p.m.

Be sure to share this information with all members of your PTA, and with your school community to encourage them to join!



TAKE ACTION

**Membership
Challenges**

**Share Your Arts
Story**



Participate in our fun, easy membership challenges and you could win \$200 for your PTA!

[LEARN MORE](#)

Electronic Membership Orientation



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

[WATCH](#)



Do you have a story about the arts, arts education or the impact arts has had on someone in your life?

[SHARE YOUR STORY](#)

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.