MEMBERSHIP CHALLENGE UPDATES

Para leer en español, [clic aquí].

UPDATE: In our excitement to get the information out to our leaders regarding this year’s membership challenges, we did not include the deadlines for each of the challenges. Keep reading for more information on this year’s membership challenges:

- **Ready, Set, Remit and More:** All PTA units that forward a minimum of 30 members through channels by October 31, 2019 will receive a certificate celebrating their success. In addition, a unit that remits at least 50 members by the October 31 deadline will receive an additional drawing ticket for any additional membership challenges they qualify for. **Membership must be received through channels by October 31, 2019.**

- **Best in 5:** Any PTA unit, council or district that has a membership total that is higher than any year-end total since the 2014-15 membership year, will be entered into a drawing to receive one of 15 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. **Membership must be received through channels by March 15, 2020.**

- **Teachers Matter:** Any PTA that has 100% of its full time credentialed teachers as members and submits a completed Teachers Matter application form by February 1, 2020 will be entered into a drawing to receive one of 10 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. **Download the form here, and submit by 5 p.m. on February 1, 2020.**

- **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.**

More information on these challenges can be found at [www.capta.org/building-membership](http://www.capta.org/building-membership).

Please feel free to send in your questions, comments and suggestions to membership@capta.org and best wishes for a successful membership year.
MARKETING YOUR PTA

As you start your membership campaigns, never underestimate the importance of having a good marketing plan to help boost your membership. A marketing plan does not need to be elaborate or complicated. Here are a few simple tips to get you started:

- **Decide on who you are trying to reach.** If it’s your entire school community, great! Or if there are specific audiences you are targeting this year, have your plan revolve around the best way to reach those audiences.

- **Consider having a banner at your school encouraging people to join your PTA.** If you’re able, pick a location that is highly visible to anyone on or near the campus.

- **Value, value, value.** Highlight what your audience stands to gain from being a member, demonstrate value. A great tactic is to draw attention to [Member Perks](#) available exclusively to California PTA members.

- **Talk to your local businesses.** Look at the businesses around your area that might be willing to offer discounts or other incentives for your members to join. If they’re not able to offer additional perks for your members, perhaps they will still support your PTA by becoming a member themselves.

- **Use multiple touchpoints.** You are the expert in your community and know the most effective way to reach your community, but it might be helpful to consider additional ways to communicate. If traditionally you use email, perhaps you would also like to get your message across using social media or an electronic newsletter.

- **Use your logo.** Your PTA logo should be on everything you send out and visible at every PTA sponsored event. Let’s make sure our members and future members know what services have been provided because of their support of PTA.

- **Keep your message consistent.** If your PTA has a theme for the year, make sure you’re using that theme in your messages throughout the year and consider using it as a hashtag on all of your social media posts.

- **Keep the message fresh.** PTA websites and social media profiles should be updated on a regular basis. When our members and future members visit our pages, they’ll be more likely to return on a regular basis if the information stays current.

Last but not least, **take time to say thanks.** Find opportunities to thank your members for their support. When people feel they’re support is valued, it increases the chances they will support PTA again.

We would love to hear from you! Please don’t hesitate to contact us at [membership@capta.org](mailto:membership@capta.org) with any comments, questions, or success stories.

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**TAKE ACTION**

- Regional Leadership Conferences
- Electronic Membership System Training
- Check Out the Membership Toolbox
- Upload New PTA Leader Information
Join PTA leaders from across the state at two trainings this fall to help you succeed.
REGISTER TODAY

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

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 californiastatepta@capta.org by californiastatepta@capta.org
2327 L Street, Sacramento, CA, 95816

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TRY US TODAY