EASY WAYS TO INCREASE YOUR PTA MEMBERSHIP

Para leer en español, [clic aquí].

Membership starts with an invitation. The number one reason that people don’t join PTA is that they were never asked.

Most of us have a standard invitation that goes out at the beginning of the school year. Whether it be a flier with a membership envelope attached that hopefully gets home in a student’s backpack, an online message to your school community, or one of the customizable fliers that are available in several languages, here are a few things that will help you get the most from your invitation:

- **Highlight what joining your PTA supports.** Many people would be surprised at the large number of programs and events that PTA is responsible for at your school site. This is a great opportunity to let people know how important their support is to providing these functions.

- **Separate joining from volunteering.** Another reason people are hesitant to join PTA is that they may feel a sense of obligation to attend meetings, volunteer for events or make a time commitment that they are unable to fulfill. If you mention the dates and location of your meetings, consider adding in a phrase similar to "Our meetings are held the 9th Tuesday of each month at 4:30 p.m. in the school library. We'd love to have you attend, but attending is not required. Whether you can attend meetings or not, we still value your support!"

- **Share your PTA’s theme and goal for the school year.** At California State PTA, we have heard time and time again that PTAs with successful membership campaigns tend to have a theme and a goal that they communicate on a regular basis.

- **Let them know how they can join.** If you’re attaching a membership envelope with your invitation letter or flier, remember to include your dues amount and where to return the envelope, or if you’re using our e-membership system, include the link to join.

- **Include member perks in your ask.** In addition to the perks available from California State PTA – found at [www.capta.org/member-perks](http://www.capta.org/member-perks) – be sure to include any additional perks you may have for your local PTA.

We would love to hear from you! Please send any questions, comments, suggestions or success stories to [membership@capta.org](mailto:membership@capta.org).

**TAKE ACTION**
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 astidham@capta.org by californiastatepta@capta.org
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