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NEW YEAR, NEW OPPORTUNITIES!



Happy New Year everyone! I'm sure many of you are happy to see 2020 come to an end. One of the exciting things about welcoming a new year is it gives us an opportunity for a fresh start. Congratulations to all of the PTAs that have already managed to hit their membership goals for this term, and a special shout-out to those PTAs that have managed to increase their membership over last year.

For those of you that are still working towards your membership goal, here are some resources from **National PTA** that you may consider for your mid-year membership campaigns:

- The **Local Leader Resource Kit** includes an excellent [membership section](#) that you may want to check out (note: you'll need to register for a National PTA login ID to access this resource).
- The **Virtual Membership Campaign Mini-Trainings** in English and in Spanish have some great ideas on how to jumpstart your mid-year membership campaign. [Click here](#) for English, or [click here](#) for Spanish.
- Last but definitely not least is the [One Voice Blog](#), which contains many membership-building ideas that you may find useful.

Gear Up for the Membership Drive Challenge, Checkpoint 4!

Thank you to the hundreds of local PTAs that have already taken part in our first three [Membership Drive Challenges](#). If you missed out on the first three, have no fear – there's still time for the fourth leg of our drive: **Teachers Matter!** Any PTA that gets 100% of its full time credentialed teachers to become members and submits a completed Teachers Matter application form by midnight on January 31, 2021 will be entered into a drawing to receive a PTA tablecloth for your school. [Click here](#) for the application.

Here's wishing you huge success with your membership efforts in 2021! As always, we would love to hear from you! If you have questions or comments or of course success stories, please send them to membership@capta.org.



TAKE ACTION!

Don't miss the Jan. 19th E-membership webinar!



Join PTA and representatives from TOTEM to learn how you can leverage all the great features offered by our e-membership system to support and grow your PTA in 2021.

REGISTER NOW

Host Your Own PTA STEAM Experience



Building science literacy is important.

One way to engage families in discovery is by hosting a PTA STEAM Experience – either in person or virtually – using our new toolkit.

LEARN MORE

Registration is Open for Legislation Conference 2021



Our annual Legislation Conference, themed "A Path to Equity," will be all-virtual this year! Join us Feb. 8-9 and learn about matters that are important to California's children and families.

REGISTER NOW

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