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ARE YOU READY FOR YOUR MID-YEAR MEMBERSHIP CAMPAIGN?

As many of you are aware, our 2020 membership campaign got off to a little slower start than usual. Needless to say, this wasn't unexpected with all that has been happening throughout our state. So when it comes to membership this year, just do the best that you can. We've mentioned over and over that our local leaders are the experts of what's going on in their communities. That being said, we want to continue to provide tips and resources to help you get the most out of your membership campaigns during this unusual school year.



One of the ways to get more out of your membership is to run a mid-year membership campaign. Membership is a year-round activity. Whether your local PTA is off to a great start, or just really getting started, or if you're having less success than you would like, a mid-year membership campaign is something that your PTA should really consider.

- **Why should you have one?** The reasons for a mid-year campaign are very similar to the reasons why we traditionally run a membership campaign at the start of the school year. Whether it's to increase the strength of our advocacy efforts, to develop our pool of potential leaders, or just to give more people the opportunity to support the great things we are already doing for our communities, adding a few more members is definitely a positive thing.
- **Who should you target?** The easy answer is everyone! But perhaps your local PTA is lacking representation from a specific part of your school community that you missed out on at the start of the year. Developing a plan to encourage groups you haven't reached out to yet could give your PTA an extra boost this year and get people in the habit of supporting your PTA in the future. Another group to think about targeting is **past PTA members**, especially past leaders of your unit, district, or council. Also consider reaching out to your **local officials**, whether they are new or staying in office, more than likely they would want to support your PTA. You just need to ask. And of course, don't forget **teachers**! If you get 100% of the teachers in your school to join, you'll be eligible to win a prize in the Teachers Matter membership challenge.

Many of our councils and districts have their own challenges and/or incentives once the calendar turns to a new year. If you're not sure of what your council or district is doing for membership for 2021, don't hesitate to reach out to your council and district leaders.

Speaking of challenges, don't forget that the next checkpoint on the California State PTA Membership Drive Challenge is the Teachers Matter stop. You can find more information by clicking [here](#).

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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2327 L Street, Sacramento, CA, 95816

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