



February 4, 2019

## CELEBRATE FOUNDERS' DAY WITH US!

*Para leer en español, [clic aquí](#).*

For more than 120 years, PTA has been advocating on behalf of all children. From the time of the Industrial Revolution to today, PTA has been at the forefront of fighting for children and families.

Many things we take for granted today are here because PTA leaders like you advocated for them – child labor laws, school lunches and kindergarten are just a few of the things for which we can thank PTA.

If you would like to learn more about the legacy of PTA, the toolkit has some highlights at [toolkit.capta.org/a-brief-history](http://toolkit.capta.org/a-brief-history).

Consider sharing some PTA history with your school and community. You could include a quick fact or two in a newsletter or on your social media sites. Letting your members know the significant impact PTA has made helps to remind people of what PTA stands for and the legacy we are continuing today.

If you would like to celebrate Founders' Day, there are some great resources for you at [www.capta.org/founders-day-resources](http://www.capta.org/founders-day-resources).

Be sure to [share your success stories](#) with us! We would love to know what your PTA is doing.



## EASY WAYS TO PROMOTE MEMBERSHIP

Have you checked out the PTA Promotion Checklist from TOTEM? Here are some easy ways to promote membership in February:

- Send an email newsletter to your influence lists. This can include past members, volunteers, groups you have worked with, etc. and ask them to join **(MOST EFFECTIVE)**
- Add a join link or button to your PTA or school website
- Add a join link or button to your newsletter template and send it to a larger community of supporters
- Add the join link and QR code to your printed materials including talent show programs, science fair fliers, awards ceremony and reminders of all kinds



- Share your join link with your school principal and other education and community partners and ask them to share it with their groups
- Update your PTA Facebook page with join buttons
- Get all PTA leaders and school leaders to share on Facebook, Twitter, Instagram, Pinterest and other social media networks
- Print a poster with QR code to make it easy for people to join at events

If you are using the TOTEM e-membership system, there are promotion tools built in to make it easier to get your sharable link and promote on several different channels. Follow these steps to get to the promotion tool:

- Login to your dashboard at [jointotem.com/dashboard](http://jointotem.com/dashboard)
- Click on "Settings" and "Applets"
- Click the "Promote" button for the join applet

From the promotion tool, you can easily:

- Copy the share link
- Create a new email with the link
- Share on Facebook, Twitter and LinkedIn

Not on TOTEM yet? Learn more at [www.capta.org/electronic-membership-system](http://www.capta.org/electronic-membership-system).

## TAKE ACTION

### New Insurance Guide for PTA Leaders



Take a look at the new Insurance Guide for all PTAs in California  
**READ MORE**

### Electronic Membership Tips



Hear from PTA leaders on how the system makes membership campaigns so easy!  
**READ MORE**

### Membership Section of Toolkit Updated



Check out the updates that have been made to the California State PTA Toolkit.  
**LEARN MORE**

### Share Your Arts Success Story



Do you have a story about the arts or the impact arts has had on someone in your life?  
**SHARE YOUR STORY**

*This email is being sent to all unit, council and district PTA presidents, communications officers and membership officers.*

This message was sent to [astidham@capta.org](mailto:astidham@capta.org) by [californiastatepta@capta.org](mailto:californiastatepta@capta.org)  
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