



February 11, 2019

INCREASE PTA MEMBERSHIP AND ASK YOUR COMMUNITY TO JOIN

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Time to step outside our comfort zone. While it is true that our biggest group of members comes from our school sites, there are lots of other people that might love to join the PTA. So, first make sure you have asked all the families, staff and other supporters at your PTA's school, but then ask yourself, who else?

Here are five ideas to get you started:

1. **Businesses you work with.** Does your PTA work with a fundraising company? Do you buy supplies from an office supply company or a sporting goods store? Wherever you spend money, consider asking them to join
2. **Like-minded groups.** Do you work with other education groups in your community? Other nonprofits? Health groups? Think about inviting them to join your PTA
3. **Former members and volunteers.** Don't assume that someone doesn't want to join PTA just because their child has promoted to middle school or high school, or gone on to college or started a career. They are often grateful for all you have done for their child and want to continue supporting the association
4. **Local elected officials.** PTA is nonpartisan, but anyone who accepts our values can join. So although your PTA cannot endorse a candidate for office, community leaders including your city council, county Board of Supervisors, school boards, water authority, planning commissions, etc. can join and let folks know they support the PTA
5. **Businesses near your school.** Local businesses love to be PTA supporters (and members). You may have better luck with an independent local business, but big name businesses may also be able to join and support your local activities.



Don't forget to share the **WHY PTA** message. You and your PTA are doing great things for kids – tell everyone what you are doing!

Include a list of the things you are doing in your newsletters or write short articles for the local or community newspaper about your PTA activities, or invite a reporter to an event (coordinate this with your school and district as they sometimes have rules surrounding media).

Coordinate with your local library, community center, shopping mall or other venue to showcase Reflections art projects, science fair projects or other PTA programs. By using these community venues you highlight the work the PTA is doing to a larger audience and kids of all ages love to have their projects on display.

Don't forget pictures on a poster in the school office and remember to invite everyone to join. Add a link to your PTA website and a QR code to your membership or other appropriate contact information. Sharing the programs your PTA is supporting is great way to engage others and spread the PTA message.

CELEBRATING FOUNDERS' DAY

PTA Founders' Day is February 17, and what better way to celebrate all the great things PTAs has done than by inviting everyone you know to join? It's easier than ever to join PTA – share your PTA's join link with the community and make sure to tell them about the search option on the California State PTA website at www.capta.org/join.

Did you know that through advocacy and family and community education, PTA has established programs that are fundamental to children's lives? We can thank more than 120 of advocacy for:

- Child labor laws
- Kindergarten classes
- Public health services
- Hot and healthy lunch program
- Juvenile justice system
- Mandatory immunizations
- Arts in education
- School safety



Celebrate Founders' Day by showing your PTA pride on social media. Download new resources for Founders' Day at www.capta.org/founders-day-resources. While you're at it, learn about the history of PTA too at toolkit.capta.org/know-the-pta/a-brief-history.

MEMBERSHIP MONDAY INSPIRES, SUPPORTS AND ENCOURAGES

This is the last *Membership Monday* email until the back-to-school season in the fall. Thanks for trying our tips and using our resources!

Remember that membership is our strength – our voice for all children. By joining PTA you support your child/children and all children. Invite everyone to join – family members, community members, teachers, staff, school board members, administrators and former students and parents.

Has your unit increased membership in the past few months? [Let us know!](#)

You can view past editions of *Membership Monday* at www.capta.org/membership-monday.

TAKE ACTION

[New Insurance Guide for PTA Leaders](#)

[Electronic Membership Tips](#)

[Membership Section of Toolkit Updated](#)

[Share Your Arts Success Story](#)



Take a look at the new
Insurance Guide for all PTAs
in California
[READ MORE](#)

Hear from PTA leaders on
how the system makes
membership campaigns so
easy!
[READ MORE](#)

Check out the updates that
have been made to the
California State PTA Toolkit.
[LEARN MORE](#)

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.

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