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## HAPPY BIRTHDAY TO PTA!

### Founders' Day

February 17 is traditionally the day we celebrate **Founders' Day**. Founders' Day is designed to raise awareness of PTA achievements and celebrate those that have blazed the path for us. While many PTA units and councils celebrate the achievements of National and State PTA, we know that there are many units and councils that have their own accomplishments that deserve recognition.



Founders' Day is also an excellent opportunity to connect with previous members and leaders of your PTA and ask them if they would like to support your local PTA once more. With Founders' Day coming on the heels of this year's California State PTA Legislation Conference, there's also a chance to invite your local and state representatives to join as well.

### February Membership Drive

For the February Membership Drive checkpoint, we are looking for units to get two more members than they got in February of 2020. More details can be found in [English here](#), and in [Spanish here](#). (If you are unsure of how many PTA members you finished with last February, that information should be available from either your council or district, or you can email us at [membership@capta.org](mailto:membership@capta.org).)

For some of you, this challenge might seem difficult. For others, this might be a walk in the park. But as with everything we've said regarding membership this year, you are the expert of what's appropriate for your school community.

One of the easiest ways to boost your membership is by including an invitation to join your PTA on all of your social media platforms. Here is a link to some sample posts that you can use for your various social media sites, along with some additional resources to help you with your Founders' Day and membership efforts:

- **Sample Facebook post:**

*"PTA has a 124-year legacy of positively impacting the lives of children and families. To celebrate Founders' Day, become a part of this proud tradition and join your local PTA today! <https://capta.org/join>"*

- **Sample Twitter posts:**

*Membership Drive 2020-2021 CHECKPOINT 5 – Founder's Day Resolution Challenge – add at least 2 more members this February than you did last February and you will be entered into a drawing for a PTA tablecloth for your school. #PTA4Kids #JoinPTA*

*In recognition of Founder's Day, can you add just two more members this February than you did last February? Do it and have a chance to win a PTA tablecloth for your unit. #PTA4Kids #JoinPTA*

*Resolve to add just two more members this month than you did last February. This will complete Membership Drive 2020-2021 CHECKPOINT 5 and get you the opportunity to win a PTA tablecloth for your unit! #PTA4Kids #JoinPTA*

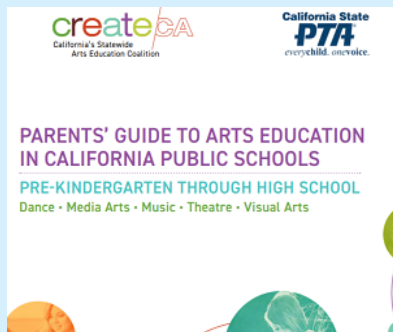


- **[Founders' Day Resources:](#)** Here are some ideas from the California State PTA website on how to celebrate Founders' Day, plus graphics and images you can use on social media or in newsletters.

As always, we would love to hear from you! If you have questions, comments, or of course, success stories, please send them to [membership@capta.org](mailto:membership@capta.org).

## TAKE ACTION!

### Get the Updated *Parents' Guide to Arts Education in Public Schools*



We encourage you to download this newly revised guide to ensure your school district promotes a proper arts curriculum that leads to greater student success socially, emotionally and academically.

**GET THE GUIDE**

### Winter 2021 Member Perks are Here!



Check out our great discounts from Farm Fresh to You, iD Tech and numerous national sponsors, plus Unit Perks from Kustom Imprints and SkyOne, which has extended its offer to March 31, 2021!

**VIEW PERKS**

### Student Board Members Needed



Students are valuable members of the California State PTA Board of Managers. If you know a student who'd like to develop leadership skills, have them apply before March 15, 2021.

**LEARN MORE**

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