



February 24, 2020



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## FINISH STRONG WHILE TAKING STOCK FOR NEXT YEAR

As we get closer to the end of the school year, it's a great time to evaluate our membership efforts. Whether you've already met your membership goal, or still striving to reach it, it's helpful to take a look at what worked extremely well but could use a little fine tuning, or what you attempted but fell short of what your expectations were. As we've heard from many of our local leaders, there's still some consistent traits that units and councils with increases have in common:

- Having a dedicated membership chair
- Having a membership theme along with a clearly communicated goal
- A good working relationship between PTA and school administration
- Keeping the focus on membership throughout the year



While we're on the subject of goals, congratulations to those units, councils, and districts that submitted their goals and themes to us earlier in the year. Many of you have already met your goal and will be entered into the drawing for one of five free registrations to this year's California State PTA Convention in Riverside. If you are one of those units that have submitted your theme and met your goal for the **"Tell Us Your Theme and Your Goal" challenge**, you may want to hold off on registering for this year's convention until **after** the winners of that drawing are announced, which should come around the week of March 23rd. Even if you are not entered into our theme and goal challenge, you can still set a new goal for the remainder of the year. I know that several of our districts have challenges to encourage our units to get more members. Whether it be trying to get an additional 20 more members since we've hit 2020, or maybe a Sweet 16 more members in the month of March, come up with something that works for you and your PTA, and try to have fun reaching your new goal.

There is one more really easy thing you can do to help our membership efforts, and that is making sure that you have forwarded all memberships that you have collected throughout the year. If your members joined electronically through our TOTEM electronic membership system, there is nothing further that needs to be done. If you have manually entered members into the TOTEM system, please understand that you still need to forward those membership dues through channels. If you are unsure about what needs to be forwarded, please don't hesitate to reach out and contact us at [membership@CAPTA.org](mailto:membership@CAPTA.org).

Congratulations to the hundreds of units and councils that have already qualified for the **Best in Five challenge**. You have already been entered into the drawing for one of 15 free registrations to this year's California State PTA Convention in Riverside. If you are one of these units, you may want to hold off on registering for this year's convention until **after** the winners of that drawing are announced, which should come around the week of March 23rd. All memberships that are received through channels in the California State PTA offices by March 15th will count towards this challenge.

Finally, congratulations to the following PTAs whose names were drawn for the 10 free PTA convention registrations for the **Teachers Matter challenge**:

- Joseph Arnold Elementary in Torrance
- William Green Elementary in Lawndale
- First Avenue PTSA in Arcadia
- Richardson Middle in Torrance
- Gregg Anderson PTA in Palmdale
- Walteria Elementary in Torrance
- Cameron Elementary in West Covina
- Cypress Elementary in Covina
- Santiago Hills in Irvine
- John C. Fremont Elementary in Long Beach

You will be receiving instructions on how to redeem your free convention registration shortly.

As mentioned earlier, it's always a good idea to evaluate what has worked and what can be improved. We have had participation from all of our districts in our four primary membership challenges this year. Some districts seemed to embrace the challenges a little more than others, and we would love to hear suggestions from you as we start making plans for next year.

Just as you are continuing your membership efforts at your local units and districts, we're committed to finishing this year strong at the state level as well. There may be additional challenges on the way similar to the Founder's Day resolution challenge, which you can [read about here](#).

This is our final Membership Monday for this school year. Best wishes on your continued membership efforts and as always, we would love to hear from you. Please share your suggestions, success stories, questions, or comments with us at [membership@capta.org](mailto:membership@capta.org) and remember – **Every Member Matters!**

## LEGOLAND DISCOUNTS FOR PTA MEMBERS

With the Member Perks program, PTA members can get tickets to LEGOLAND California for only \$59! Each ticket includes one-day admission to both LEGOLAND and SEA LIFE.

Please note that tickets are not available online and cannot be bought at the door – they must be purchased by credit card in advance **by calling 760-438-5346**. In addition, you must submit your school's name at the time you make your reservation.



## TAKE ACTION!

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Build Your PTA**

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**HONORARY  
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Give an award to an individual or organization who has offered outstanding service to your community.  
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*Winter 2020*

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Units are invited to apply for a monetary donation from the Smart & Final Charitable Foundation.  
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