



DO GOOD THINGS FOR KIDS Membership Challenge Application

This year, we are launching the “DO GOOD THINGS FOR YOUR PTA MEMBERSHIP” challenge with several options to qualify. The challenge is designed to support PTAs in their marketing efforts and to share some strategies about how to share the good things your PTA is doing for kids. Complete at least seven strategies — three required and four optional — and your PTA will receive an exclusive ribbon at convention, receive a mention on California State PTA’s website and qualify for a chance to win some money for your PTA. All PTAs in good standing that qualify will be entered into a drawing to win one of three cash prizes: \$1,500, \$500 and \$250.

Submit applications by 5 p.m. on March 10, 2017 to qualify.

Hard-copy applications must be received in the state office by 5 p.m. in order to qualify. Mail to: California State PTA, ATTN: Membership Challenge Application, 2327 L Street, Sacramento, CA 95816.

REQUIRED STRATEGIES

Your PTA must be in **good standing** and complete all three required strategies in order to qualify. (View good standing requirements online at <http://toolkit.capta.org/know-the-pta/the-local-unit-pta/>.)

- Qualified for and received the *Ready, Set ... Remit* award.**
Dues for 30 members must be remitted through channels and received in the California State PTA office by October 30. Since this date falls on a Sunday in 2016, we will accept remittance through October 31.
- Membership total is at least 25 percent of the school's population. For example, if your student enrollment is 500, your PTA membership total must be at least 125.**
Dues for these members must be received through channels in the California State PTA office by March 31. The number of members will be verified by California State PTA and school enrollment will be verified with the most recent data from the California Department of Education.
- At least ten (10) of those members must be teachers and/or staff members at the school.**
The unit must upload a signed letter from the school principal to verify teacher and/or staff memberships. If your school has less than ten (10) teachers and/or staff on campus, please indicate this in the letter from the principal.

My PTA has successfully completed all of the above required strategies. Yes

What is your PTA membership total at the time of this application? _____
California State PTA will verify your membership totals at the end of the challenge.

What is your school's student enrollment at the time of this application? _____
California State PTA will verify your school's student enrollment with the California Department of Education (CDE) at the end of the challenge.

Attach a signed letter from school principal verifying teacher/staff membership totals.
You can download a template letter at <http://downloads.capta.org/mem/SamplePrincipalLetter.pdf>

ADDITIONAL STRATEGIES: Must Complete at Least Four

Your PTA must also complete four additional strategies in order to qualify. At least one selection must be made in FOUR or more of the 12 options listed below.

OPTION #1

My PTA has a designated Membership Chair. Email address: _____

OPTION #2

My PTA: *Please select as many as apply from the list below.*

- Met in the summer to review the membership timeline.
- Offered membership incentives and contests.
- Set up a PTA bulletin board on campus featuring membership.
- Set up a bulletin board on Pinterest.
- Posted a "Join PTA" message on our website.

OPTION #3

My PTA developed a membership marketing plan. **Attach a copy of the plan.**

Download a sample marketing plan template online at

http://downloads.capta.org/mem/marketing_tools/LocalPTAMarketingPlanandTemplate.pdf

OPTION #4

My PTA set up a membership table at Back-to-School Night or at New Student Orientation.

What day was the event held? _____

OPTION #5

My PTA posted and shared "Join PTA" messages on our Facebook/Twitter/Instagram page and used #PTA4Kids or #JOINPTA.

List your PTA Social Media URL for verification: _____

OPTION #6

A representative from my PTA attended at least one membership and/or communications webinar.

Provide name and email of the person who attended: _____

Which webinar did they attend?

- Membership Basics: July 13, 2016
- Working with the Media: August 17, 2016
- Marketing Your PTA: August 23, 2016
- Membership Check-In: September 13, 2016
- Midyear Membership Planning: December 7, 2016

OPTION #7

My PTA sent a membership letter home with students. **Attach a copy of the letter.**

OPTION #8

Encouraged and increased the number of men who joined PTA. **Attach a brief description of the activities.**

OPTION #9

Provided membership information in a language at the school other than English.

Attach a copy of the flier or provide the URL where the content appears on your PTA's website:

OPTION #10

Sent a PTA membership letter to local businesses and/or community leaders.

Attach a copy of the letter.

OPTION #11

Hosted a welcome back event for teachers and/or staff and encouraged them to join PTA.

What day was the event held? _____

OPTION #12

Attended a School Site Council, ELAC or other diverse parent group meeting to share information about PTA. What day did you attend? _____

DOUBLE BONUS STRATEGY

Complete this strategy and your PTA will earn a second entry into the drawing.

Membership total is at least 50 percent of the school's population. For example, if your student enrollment is 500, your PTA membership total must be at least 250.

Dues for these members must be received through channels in the California State PTA office by March 31. The number of members will be verified by California State PTA and school enrollment will be verified with the most recent data from the California Department of Education.

Our PTA's membership total is at least 50 percent of the school's population. Yes

PTA CONTACT INFORMATION

First Name: Last Name: _____

PTA Position Title: _____

PTA Unit Name: _____

PTA Unit Number: _____

PTA Zip Code: _____

PTA Council Name: _____

PTA District Name: _____

Email: _____

Phone: _____

**Completed application and all supporting materials must be received in the state office by 5 p.m. on March 10, 2017.
Mail to: California State PTA, ATTN: Membership Challenge Application, 2327 L Street, Sacramento, CA 95819.**