



Customizable Membership Marketing Tool

INSTRUCTIONS

It's easy to promote the value of PTA membership with this customizable marketing tool! Simply fill in the blanks, add a few images and you're ready to go. You can "Save As" to create a customized PDF flier for your school that can be emailed, or you can print and distribute on campus (or both).

Attached:

- **Sample marketing tool.** This is an example of what your flier will look like when complete.
- **Customizable tool with sample images.** Use this version if you do not have access to electronic images/photos of students, parents and teachers at your school.
- **Customizable tool without images.** Use this version, and insert your own photos. This will require additional steps and knowledge of PDF documents.

SAMPLE QUOTES

Inserting a quote from your school principal and PTA unit president is a great way to show unity and teamwork. It's also a great way to demonstrate the value of PTA membership. Here are a few sample quotes that you can use. Please be sure to get permission, and approval, from both the school principal and your PTA unit president.

"We invite every parent, teacher and neighbor to join with PTA, as we work to make [insert school name] the best it can be for our students...our most precious resource."

"Joining PTA is an investment in your child's education, and in your community. We invite you to be a part of making the school the best it can be. Join PTA today!"

"PTA is dedicated to empowering parents to make a difference in the education, health, and safety of students at [insert school name]. Help make our school the best it can be by joining PTA today."

INSERTING PHOTOS

Whenever possible, try to use images of students, teachers and parents at your school. (Please be sure you have photo permissions in advance.)

Inserting photos and images varies for each version of Adobe Acrobat Reader. For detailed instructions, click the “Help” button at the top of your menu in Adobe Acrobat Reader, or you can press F1. This action should open up a help portal online. In the search area, type “Insert photo into PDF.” Follow the instructions to insert a custom image. Please email meklund@capta.org if you need assistance inserting custom images.

If you do not have photos or images available from your school, you can use the customizable tool with sample images.

QUESTIONS

If you have any questions, please email membership@capta.org. Please be sure to include your name, contact information and PTA.