

Resources, awards and incentives

MEMBERSHIP

Tools and resources to help build membership and market your PTA

Here are a few easy-to-use tools and resources to help you plan and promote your PTA membership campaign during the back-to-school season — and all year long!



Membership Resources

Organizing and running a PTA membership campaign can be fun and easy! California State PTA has a variety of resources to help you build PTA membership at your school.

During the back-to-school season, we'll be sharing weekly "Membership Monday" e-blasts with PTA presidents, membership leaders and communications officers featuring tips, training and resources to help you build membership and promote the value of PTA.

- California State PTA - www.capta.org
- Building Membership and Marketing Your PTA- <http://capta.org/pta-leaders/run-your-pta/building-membership/>
 - Webinars
 - Customizable Marketing Tool – insert your school's pictures!
 - Local Marketing Plan template worksheet
 - Local Membership Goal setting template worksheet
 - Messaging that Works
 - Membership Envelopes and Cards (including template for printing hard-copy cards)
 - Membership Videos
 - Logos, banners and more
 - Member Perks information
 - Membership Themes
- Toolkit - <http://toolkit.capta.org/membership/>
- National PTA - <https://www.pta.org/home/run-your-pta/membership-campaign/>

California State PTA's membership year runs from July 1 to June 30.

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Each PTA must remit dues monthly. Please refer to your council and/or district PTA for due dates. Councils and districts set their own due dates in order to meet California State PTA deadlines. When sending in your remittance to your council and/or district PTA, please allow additional time for them to process and mail checks to the state PTA office.

Remittances of "per capita" should be forwarded by every PTA at least monthly, and sent to your council and/or district PTA. "Per capita" means per-person dues and is the portion of membership dues not belong to your PTA. The unit (school) PTA remits to the council PTA (if in council). The council PTA remits to the district PTA. The district PTA remits to California State PTA, which remits to National PTA.*

*Local PTAs that use the electronic membership system powered by Totem will have a dual system—remitting through channels for traditional membership and automatic remittance through the Totem system.

Membership Awards and Incentives

Ready, Set...Remit! Award

30 members due in the state PTA office Oct. 30

Certificates from California State PTA will be distributed to each unit PTA that remits per capita dues for 30 or more members, through PTA channels, to arrive in the California State PTA office by October 30. No application required.

Look for more challenges and incentives on the California State PTA website this fall.

Stay tuned for details on 2021-22 membership awards and incentives, which you can find at <https://capta.org/pta-leaders/run-your-pta/building-membership/incentives-and-awards/>

Be sure to share your membership success stories with us on social media and here https://capta.org/resource/pta_success_story_submission_form/

For more information on these awards and applications, visit:

<http://capta.org/pta-leaders/run-your-pta/building-membership/incentives-and-awards/>