

# 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](http://www.capta.org)
- Marketing Your PTA- <http://capta.org/pta-leaders/run-your-pta/building-membership/>
  - Webinars
  - Customizable Marketing Tool – insert your school’s pictures!
  - Messaging that Works
  - Membership Envelopes and Cards (including template for printing hard-copy cards)
  - Membership Videos
  - Logos, banners and more
  - Membership Challenges
  - Member Perks information
  - Membership Themes
- *Toolkit* - <http://toolkit.capta.org/membership/>
- National PTA - [www.pta.org](http://www.pta.org)

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

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 belonging to your PTA. The unit (school) PTA remits to the council PTA (or if out of council, to the district PTA). The council PTA remits to the district PTA. The district PTA remits to California State PTA, which remits to National PTA.

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## **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.

**More awards and incentives will be announced over the summer! Watch CAPTA.org and our social media to stay up to date.**

*For more information on these awards and applications, visit:*

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