

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 - 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.*

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

Membership Marketing Challenge

Try seven proven marketing strategies to increase membership at your PTA and receive a lovely PTA marketing certificate and be entered to win a \$200 cash prize for your PTA

Membership Increase

Increase your membership by April 30 and you will automatically be entered into a drawing for a cash prize for your PTA. The more you increase the more chances to win. Details <https://capta.org/pta-leaders/run-your-pta/building-membership/>

Look for more challenges and membership focus areas at in December and January.

For more information on these awards and applications, visit:

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