



MEMBERSHIP CHALLENGES AND INCENTIVES

Para leer en español, haga clic [aquí](#).

Membership is PTA's strength and voice. We want all of our local PTAs to have the tools they need to increase membership – which is why we created fun challenges for your PTA to participate in!

Membership Marketing Challenge: We've come up with 19 ideas to market your PTA, which includes everything from having a dedicated PTA bulletin board at school to attending a California State PTA training to posting about membership on your PTA's social media accounts. If you complete 10 or more ideas and [submit the online form here](#), you will win our Membership Marketing Challenge and your PTA will receive a certificate and a special ribbon at convention. You will also be entered into a drawing to win \$200 for your PTA! Ten lucky PTAs will win the cash prize.

Membership Increase Challenge: This challenge is easy – all you have to do is increase your membership numbers from last year! Every PTA unit that increases its membership number over last year's number will receive a certificate and pin acknowledging the accomplishment, and will be entered into a drawing for cash prizes. For every 50 additional members, the local unit will receive an additional drawing entry. We will be awarding ten \$200 cash prizes to local PTAs! The deadline for this challenge is April 30, 2019.

Learn more about these challenges and prizes at www.capta.org/incentives-and-awards.



Ready, Set... Remit! PTA units that have membership dues for at least 30 members (through proper channels) into the California State PTA office by October 30 will receive a certificate from California State PTA. No application required! Units remit per capita dues through channels or through the TOTEM electronic membership system for 30 or more members by October 30. Memberships submitted through the new on-line system (TOTEM) are forward automatically.

TOP THREE THINGS PARENTS NEED TO KNOW

Here are the top three education trends that will help your child succeed during this back to school season:

Family engagement leads to student success. Research shows that authentic family engagement is a key factor in long-term student success. That's why we're proud to sponsor [Assembly Bill 2878 \(Chavez\)](#), which will use research-based guidelines to help define authentic family engagement and offer guidelines for schools, districts and county offices of education.

It starts with attendance. Children need to be in school to learn – it's that simple. If children don't show up for school every day, they miss out on developing fundamental skills. Data shows children who are chronically absent in kindergarten and first grade are far less likely to read proficiently at the end of third grade. Parents and families are essential partners in making sure students attend school, and play an important role in identifying the barriers to attendance as well as what motivates students to go to school.

Learn more about these trends in education at www.capta.org/tips-for-parents.



Safe children are better learners. PTA believes that every child is entitled to a safe and peaceful school environment that is orderly and empowering, in which students and staff are free to learn and teach without the threat of physical and psychological harm. When kids feel safe and secure, they can better focus on learning at school and in the home, and can achieve academic success.

TAKE ACTION

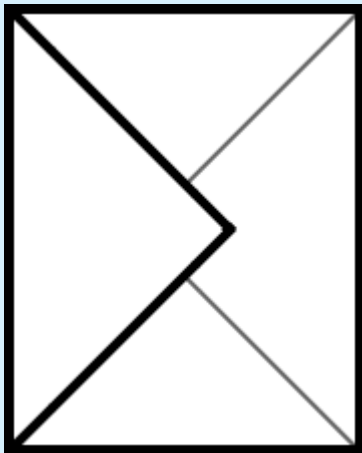
Regional Leadership Conferences



Don't miss these four great training opportunities across the state!

[LEARN MORE](#)

What's YOUR Story?



We want to hear from you! Share your story with us at socialmedia@capta.org

[SHARE HERE](#)

Check Out the Toolbox



Membership is our strength and our voice. Learn how to increase your PTA's

[LEARN MORE](#)

Easing Back-to-School Stress



Learn ways to make this back-to-school season less stressful for the whole family

[READ MORE](#)

This email is being sent to all unit, council and district PTA presidents, communications officers and membership officers.