



KICK-START YOUR PTA MEMBERSHIP

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

Welcome to *Membership Mondays*. We want to help you make the most of your PTA membership campaign. Every Monday during the back-to-school season, we'll share helpful tips, resources, training and marketing ideas to make your PTA/PTSA membership drive successful.

We want to help you start off on the right foot and that's what *Membership Monday* emails are all about.

We know you "Believe in Our Children, Believe in PTA" and we want to support you by sharing key messages to show the value of PTA involvement for families, schools and communities.

Find resources online at www.capta.org/building-membership – from customizable fliers, to logos and graphics to use online, to training videos and webinars. Let us know what you think and what works for you by emailing socialmedia@capta.org. And be on the lookout for your *Membership Monday* email every week!



MEMBERSHIP RESOURCES

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!

Upcoming Webinars

PTA Membership Hits the Mark

August 2 from 6 – 7 p.m.

[Register here](#)

Membership Marketing

August 14 from 6 – 7 p.m.

[Register here](#)

Membership Challenges

Membership Marketing

Challenge: We've come up with 19 ideas to market your PTA. If you complete 10 or more ideas and [submit the online form](#), you will win our Membership Marketing Challenge! Your PTA will receive a certificate and a special ribbon at convention. You'll 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! The deadline for this challenge is April 30, 2019. Each unit that increase 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.



For more information on webinars, membership challenges, promotional materials, marketing strategies and much more, visit www.capta.org/building-membership.

TAKE ACTION

Regional Leadership Conferences



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

[LEARN MORE](#)

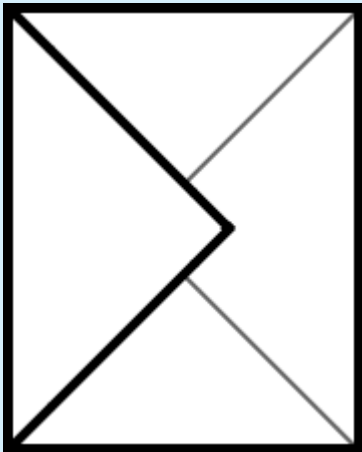
Three Trends in Education



Three things parents need to know this back-to-school season

[READ 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](#)

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