

# TUESDAY Membership ~~Monday~~

California State  
**PTA**  
every child. every voice.

August 14, 2018



## INVOLVING STUDENTS IN PTA

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

Did you know that students can be [members of PTAs or PTSAs](#) and serve on your executive board? [Learn more about involving students here.](#)

When reaching out to students, keep in mind these seven key points to share, provided by student representatives on our California State PTA Board of Managers.

- To gain leadership experience that you'll use for the rest of your life
- So that you get to decide how your school can serve and affect you
- To receive access to scholarships
- To enjoy benefits and discounts
- To share your ideas and let your voice be heard
- To positively impact your community through service (most schools require community service hours in order to graduate)
- To make a difference for your generation and the generations to come



# BACK-TO-SCHOOL MEMBERSHIP MARKETING WEBINAR

Is your PTA ready for the back-to-school season? Do you want to learn more about marketing your PTA and turning marketing into memberships?

Join Vice President for Membership Services Carol Green for a webinar **TONIGHT – Tuesday, August 14 from 6 – 7 p.m.**

We'll show you how to apply marketing techniques to your PTA plan to get top results. You know your PTA is doing great things – now tell the world!

We'll also share tips and strategies and you'll finish the webinar with a marketing plan that is simple to use and uniquely designed just for your PTA.

[Register here.](#)

**REGISTER TODAY**

## TAKE ACTION

### Electronic Membership Orientation



### Regional Leadership Conferences



Learn the basics of the new system and how to get your unit online  
[WATCH](#)

## Banners & Bulletin Boards



Learn more about marketing your PTA with exciting colorful displays  
[BE INSPIRED](#)

Don't miss these four great training opportunities across the state!  
[LEARN MORE](#)

## Check Out the Toolbox



Membership is our strength and our voice. Learn how to increase your PTA's  
[READ MORE](#)

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