

Membership Monday

California State
PTA
every child, every voice.

August 20, 2018



BEST PRACTICE: PERSONALLY ASK PEOPLE TO JOIN PTA

Para leer en español, [clic aquí](#).

There are lots of ways to reach out to your school community about how PTA members positively impact the lives of all children and families – social media posts, backpack fliers, newsletters and more. But sometimes, parents, staff, friends and neighbors are simply waiting to be asked to join!

Here are a few simple ways to start building a welcoming school environment while also building PTA membership:

- **Just say "hello"** – A small gesture could make someone's day and foster good impressions of your PTA
- **Say "thank you"** – Gratitude is a gift that is never too small
- **Be open** – Look for ways to expand your network and talk with new parents at your school
- **Smile** – It's not what you say, but how you say it
- **ASK!** – "Will you join PTA to support your child's education and your school community?"
- **Use the electronic membership system** – With TOTEM, signing up on a mobile device is easy! Learn more at



SIX WAYS PTA BELIEVES IN CHILDREN

Why PTA? There are many parent groups out there but there is only one PTA. PTA addresses topics that are important to parents and public-school administration. We fight for education funding, quality teachers and programs and policies that are in the best interest of all children.

Are you having a hard time trying to figure out how to put that all in a flier? No need to start from scratch! Here's an easy way to invite your parents, school staff and community members to join your PTA: the customizable marketing flier. Simply customize by filling in the blanks on the template, add a few photos and quotes, and save it to your computer.

Your customized membership flier can be sent out electronically, or copied and distributed at PTA or community events. Print out the flier in color or black and white, attach a PTA membership envelope, and your membership campaign is on its way! The template is available in six languages:

- [English](#)
- [Spanish](#)
- [Arabic](#)
- [Chinese](#)
- [Tagalog](#)
- [Vietnamese](#)



TAKE ACTION

Electronic Membership Orientation



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](#)

Regional Leadership Conferences



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.*