

Membership Monday

California State
PTA
every child, every voice.

September 3, 2018



FIVE WAYS TO PROMOTE ELECTRONIC MEMBERSHIP

Para leer en español, [clic aquí](#).

California State PTA's new online membership system, called TOTEM, makes joining and renewing PTA membership at the local level easier for parents, families and community members.

Congrats to our 400+ PTA units that have signed up to use the TOTEM system, where we have had more than 20,000 memberships successfully processed! To keep the membership momentum going, we want to share five ways to promote your electronic membership system:

- Be the first to use electronic membership to join your PTA – and share with the built-in social sharing links in your membership dashboard
- Send the link to your board and get them all to set the example, and then have them share and tell their friends to join. This is a great opportunity for your board to understand the electronic membership system and to help spread the word around your community
- Send the link in an email to all of your past members asking them to join
- Post the link on your website with a colorful button. Bright colors like yellow and orange are great to attract attention
- Post the link on your social media telling people you joined and how easy it was – and ask them to join and spread the word. Use **#JoinPTA**



Has your unit signed up to use TOTEM yet? Learn more about how to get your PTA online today at www.capta.org/electronic-membership-system.

and **#PTA4Kids** in all your social sharing.

REINFORCING THE PTA BRAND

You can show you're proud to be a PTA member with our social media and website graphics! Social media and website graphics can help reinforce the PTA brand

These graphics can help reinforce the PTA brand and show off your spirit.

Download the fun graphics with the "Believe in Our Children, Believe in PTA" theme:

- Facebook cover image ([English](#) or [Spanish](#))
- Twitter cover image ([English](#) or [Spanish](#))
- "Join PTA" [graphic](#)
- "Believe in Our Children, Believe in PTA" graphic ([English](#) or [Spanish](#))

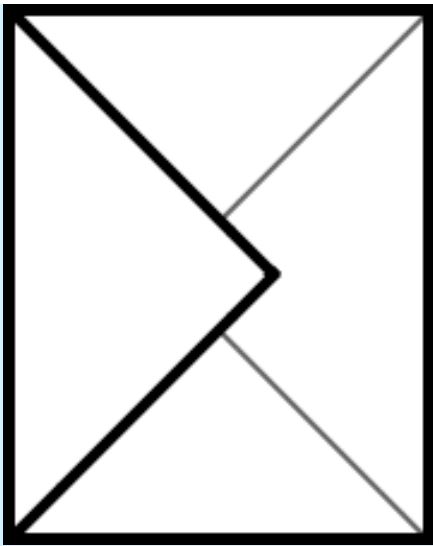
Visit www.capta.org/building-membership for additional graphics, logos, videos and more.



TAKE ACTION

[Share Your Story](#)

[Check Out the
Toolbox](#)



Do you have a PTA success story? We want to hear it!
[SUBMIT YOUR STORY](#)

Scholarships for PTA Members



We're offering continuing-education scholarships for school professionals and volunteers
[APPLY TODAY](#)



PTA speaks for every child with one voice. Let's raise our voice!
[READ MORE](#)

Regional Leadership Conferences



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

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