



Para leer en español, [clic aquí](#).

## HIGHLIGHTS FROM THE NATIONAL PTA MEMBERSHIP CAMPAIGN TOOLKIT

PTA for Your Child – That is the theme for the new membership campaign from National PTA. We have referenced the new **National PTA Membership Campaign Toolkit** a couple of times already this year, but in addition to the marketing materials we've mentioned in the past there are a few other highlights that we would like to share with you:



- **PTA as a Verb, and not a Noun** – Use PTA as a verb, and it becomes an action plan working to support your child's success. It's also an invitation to every family in every school to participate. [Click here](#) to watch the "How Do You PTA?" video.
- **Reasons to PTA** – the campaign lists a variety of reasons someone should PTA and a number of ways to PTA. But the key is that as long as the focus is on our children, there is no wrong way to PTA.
- **Talking Points** – there are a number of great talking points listed, including why someone should join PTA, how much time would you need to commit as a member, how PTA ensures it represents every child and family at the school, and PTA impacts my child.

These are just some of the highlights from the National PTA Membership Campaign Toolkit. We hope you find some of these tips helpful as you continue the membership campaigns for your PTA. For more information on the National PTA Membership Campaign Toolkit, please click the following link: [https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership\\_toolkit-for\\_your\\_child.pdf](https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership_toolkit-for_your_child.pdf).

Before we go, thank you to everyone who has already sent in their membership goals and theme for this year as part of our 2020-2021 California State PTA Membership Drive Challenge. If you would like more information on the 2020-2021 California State PTA Membership Drive Challenge, please click the following link: <https://capta.org/pta-leaders/run-your-pta/building-membership/>.

As always, we would love to hear from you! If you have questions, comments or success stories, please send them to [membership@capta.org](mailto:membership@capta.org).

# TAKE ACTION!

**Check Out TOTEM's  
New Lookup Feature!**

The word "TOTEM" is written in a bold, white, sans-serif font on a dark blue rectangular background.

TOTEM recently rolled out a new directory feature that lets you easily look up any district, council or unit, anywhere in the state.

**TRY IT NOW**

**Tell Us Your Arts  
Success Story**



Whether you started an arts club at your school, raised funds for arts programs, or voiced concerns about arts education to your school board, we want to hear your story.

**SHARE NOW**


**Apply Today for a CE  
Scholarship or Program Grant**



Did you know you can apply for a continuing education scholarship for yourself, or a program grant for your PTA? The deadline is October 1st!

**LEARN MORE**

This message was sent to officeassistant@capta.org by californiastatepta@capta.org  
2327 L Street, Sacramento, CA, 95816

 **Verified Unsubscribe** <sup>SM</sup> [Unsubscribe](#) | [Manage Subscription](#) | [Forward Email](#) | [Report Abuse](#)



 **This is a Test Email only.**

This message was sent for the sole purpose of testing a draft message.