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MEMBERSHIP – A YEAR-ROUND ACTIVITY

Membership is a year-round activity. Many of you have heard us say this on a number of occasions, and the reason is it's never a bad time to join your local PTA. With this in mind, it's easy to look at these first couple of months as the opening quarter. And despite the non-traditional start for our membership campaigns this year, we're having a pretty good opening quarter.

Early Success

Over 100,000 members have joined our PTAs through TOTEM, our online electronic membership system. We also have over 300 individual PTAs that already have more than 100 members. In addition to those units that are having great success using TOTEM, we've also heard from many of you that your membership campaigns are off to a great start. A large reason for the success many of our PTAs are having is that they have found ways to ask people to be a part of their PTA. In addition to asking our families and school communities to join, many of you have gotten creative in how and who you ask to join your local PTA.



Just Ask

At the end of the day, the easiest way to get someone to join your PTA is to ask. So whether you're off to a great start, or just getting started with your membership campaigns, please think of all of the things your PTA provides for your community and continue asking people to join.

New TOTEM Directory

We have a couple of tools that you might find useful in asking people to join your PTA. One is a **new directory feature** for units that use TOTEM. This directory allows you to see a list of every unit that's activate on the TOTEM electronic membership system. Every district and council can get the directory link and promote it on social media, websites, and anywhere else that will reach prospective members for your PTA. This is also a great link to send to community leaders, businesses, and elected representatives that might be interested in joining more than one unit. If you would test out the directory, [click here.](#)

Useful Resources

There are also a couple of items from the National PTA Membership Marketing Toolkit that should help you in asking people to join. The first item is a sample **"Membership Ask" message** in both English and Spanish that you can use when reaching out to possible new members. The second item is a customizable **FAQs and talking points document** that you can use to explain why someone should join your PTA. You can find both here: <https://www.pta.org/home/run-your-pta/membership-campaign>.

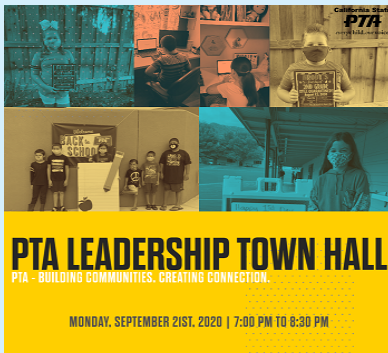
Tell Us Your Goal!

Last but not least, please continue to share your membership goal and theme with us. There is still time for you to join us on our Membership Drive through the state. [Click here](#) to see the instructions and map in English, or [here](#) for Spanish.

If you have questions, comments or success stories, please send them to membership@capta.org.

TAKE ACTION!

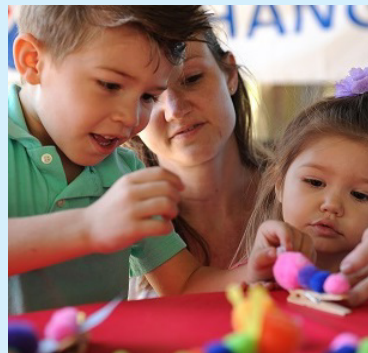
Attend the Leadership Town Hall on September 21



Join the California State PTA Board of Directors for a town hall meeting where we will discuss why PTA is more important than ever during these challenging times.

[REGISTER 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? Don't wait – the deadline is October 1st!

[LEARN MORE](#)

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