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## BUILDING ON BACK-TO-SCHOOL ENTHUSIASM

As school re-starts throughout the state, many of you have shared some of the exciting things you have planned for the year. We're very thankful for the membership flyers that you have shared, and we've received so many amazing videos from our local PTAs that we might have to consider holding our very own PTA Academy Award ceremony!

For those of you who are still in the planning stages but are trying to find the motivation to get started this year, here are a couple of things to consider:

- **Back to School Enthusiasm** – While it's never a bad time to join PTA, the bulk of our membership does come at the beginning of the school year. If you have the opportunity to include a message to join your PTA in communications that go out to your families at the start of the school year, it could be an excellent way to introduce your PTA to new members of the school community.
- **Reach Out to Your Community** – Don't limit your invitation to just the families at your school. Think about other organizations that may be in your community, such as the Kiwanis, Chamber of Commerce, school board, and elected officials.
- **Check in with Your Local Businesses** – If there are businesses in your community that have supported your PTA in the past, don't forget to reach out to them again this year. A lot of our local business have been hit hard lately and may not be able to support your PTA in the same manner as before, but maybe this year they will be able to support you by becoming a member.
- **Know Your "Why"** – As you're asking people to join your PTA, give them specific reasons why they should be a part of your PTA. Focus on any planned programs or activities that you would like to accomplish this year, and/or give them examples of some of the things your PTA has provided your school community in the past.



We have shared many ideas of what your PTA can do virtually this year. If you're looking for additional suggestions, we have included a link to the chat box responses from an event National PTA held in July. They include quite a few examples of what PTAs throughout the nation are doing this year: [https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/mmc-july\\_participants\\_chats.pdf](https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/mmc-july_participants_chats.pdf)

As always, we would love to hear from you! Thank you for sharing your videos, flyers, and your goals and themes. 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 U/C/D Lookup Feature!



The TOTEM electronic membership system 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? Don't wait – the deadline is

October 1st!  
**LEARN MORE**

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