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## FINAL REMINDER FOR CHECKPOINT #1 OF THE MEMBERSHIP DRIVE CHALLENGE

The deadline for checkpoint #1 of the Membership Drive Challenge is fast approaching! Don't forget to send your numeric goal and theme to [membership@capta.org](mailto:membership@capta.org) by **September 30**.

[Click here](#) to view or download the checkpoint descriptions and challenge instructions.

[Click here](#) to view or download the game board/map.



## ADDITIONAL TIPS FOR GETTING THE MOST FROM YOUR MEMBERSHIP CAMPAIGN

Thank you to those of you who were able to join us during the Town Hall that was held on September 21, 2020. We shared a couple of tips to help you get more from your membership campaign this year, but for those that were not able to attend, here are a couple of highlights.

### Who to ask:

- **Families** – Consider expanding your definition of family. Oftentimes, we limit it to our immediate family members and those living in our households. While the families at your school may not be able to join your PTA right now, consider asking them to reach out to other family members who may be out of state, out of the city, or even out of the country.
- **Businesses** – Local businesses you have partnered with in the past may not be able to support you in the same manner this year, but they may be willing to join your PTA and possibly help their staff join as well.
- **Elected officials** – It's easy to forget to reach out to elected officials. If there are other PTAs in your area, you may want to try to be the first to reach out to an elected official – because it's a lot easier for them to say yes to you if they haven't already joined several other PTAs in the area.



## How to ask:

- **Use your social media platforms** – if you have a link that allows people to join your PTA electronically, be sure to post it on a regular basis on your social media platforms, and remember to try to keep the message fresh.

## When to ask:

- **Every meeting** – Since we're all hosting our meetings online now, keep in mind that not everyone attending is necessarily a member. Devote a portion of each meeting to a quick membership report where you remind everyone attending about the importance of joining and how to join.
- **Every event** – If your PTA is sponsoring an event, make sure to remind everyone that these events are made possible by your PTA membership and that we can use their support to continue these types of events and programs.

There are some great resources available to help you with your campaigns. For those of you who haven't reviewed the new **Membership Marketing Toolkit** from National PTA, here is the 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). There are also many resources at [www.capta.org](http://www.capta.org), including a link to this year's **Membership Drive Challenge**, where the first deadline is fast approaching: <https://capta.org/pta-leaders/run-your-pta/building-membership/>. And last but not least, there are also some great membership articles on the **National PTA blog**. Here is a link to the current post: <http://onevoice.pta.org/category/membership/>.

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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