



January 7, 2019

MEMBERSHIP MONDAY IS BACK TO INSPIRE, SUPPORT AND ENCOURAGE

Happy New Year, PTA leaders! Our *Membership Monday* emails are back and are full of resources, updates and news about PTA membership and the great things we can do together.

Remember membership is our strength – our voice for all children. By joining PTA you support your child/children and all children. Invite everyone to join – family members, community members, teachers, staff, school board members, administrators and former students and parents.

Watch *Membership Mondays* for ideas and inspiration and let us know if you are doing great things – we would love to share your stories! Submit yours at www.capta.org/pta_success_story_submission_form.

NEW YEAR'S RESOLUTIONS FOR MEMBERSHIP

The great thing about the new year is that you get a fresh start. No matter what you forgot to do, meant to do or thought you should do – now you can. Here are five resolutions that will increase PTA membership, and leave you less stressed in 2019.

- **Get some help.** Everything is more fun with a friend (or several). If you don't already have a membership committee, form one now. Ask your PTA president to appoint new committee members. More members equals more ideas and more people to share the fun (and work), plus a bigger pool of volunteers to spread the word
- **Ask again.** January is the perfect time to revitalize your membership drive. Include PTA membership join links on your website, in social media posts and in your newsletter. Ask in person and remind your principal, teachers and other PTA volunteers to invite everyone to join. No one wants to be left out
- **Go electronic.** If you are not yet on the e-membership system, powered by TOTEM, find out more and learn how you can get onboard. It's really easy. If you are on, send out an e-blast reminding everyone in your community they are invited to join PTA. Ask your school site administrator to include your PTA join link in information sent to parents and the community
- **Let us help.** We have great resources just waiting for you. Check out our customizable flyers (in 6 languages), goal setting worksheets, membership marketing templates and so much more at www.capta.org/building-membership
- **Learn about PTA.** You are part of the largest, oldest, child advocacy association in the nation. Just by joining PTA, you are telling your children you value their education and well-being. You are doing great things at your



school and you are a voice for children's education, health and overall success. You are making a difference. To find out more about PTAs legacy and your part in it, visit www.capta.org/whatwestandfor.

ELECTRONIC MEMBERSHIP UPDATE

As of January 2019, more than 65,000 members are using the new membership system – and you can too.

We are excited to support our families in making membership in PTA easier and more efficient than ever! The e-membership system lets anyone join a local PTA in just seconds with a secure, easy and fun system. You can share membership links with social media, in emails, on PTA websites and in electronic newsletters and e-blasts, plus you can print QR codes on fliers and posters so that anyone can join your PTA at any time.

We know families and community members want to join your PTA – you do great things for kids and everyone wants to be part of it, but sometimes we forget our checkbooks or cash, we don't have enough volunteers to staff the membership table or we forgot change, envelopes or receipts. We're busy and don't have time to run by the school or wait. We finally have time at 10:30 at night or at 5 a.m. and now you can join whenever it works for you. That's why California State PTA worked with TOTEM to develop an electronic membership system that is easy, secure, fast and even fun.

In just a few clicks you have your membership, an electronic card, you can donate, learn about the latest member perks and tell the world you have joined. Learn more at www.capta.org/join. Any questions? Email emembership@capta.org.



TAKE ACTION

Participate in Membership Challenges



Participate in our fun, easy membership challenges and you could win \$200 for your

Electronic Membership Orientation



Learn the basics of the new system and how to get your

Membership Section of Toolkit Updated



Take a look at the new changes to the California

Share Your Arts Success Story



Do you have a story about the arts or the impact arts has had on someone in your

PTA!
LEARN MORE

unit online in this video.
WATCH

State PTA Toolkit.
LEARN MORE

life?
SHARE YOUR STORY

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