



January 14, 2019



## LEARN FROM THE EXPERTS: OTHER PTA LEADERS

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Last year, more than 1,400 PTAs increased their membership. We asked them how and here are the results:

Almost all of the PTAs that increased membership had a dedicated membership chair. If you don't have one yet, it's not too late! Presidents can appoint a membership chair and/or a committee. We still have about six months left in the school year so keep inviting people to join your PTA.

Only about half of the PTAs we asked used the California State PTA resources. Guess what? They were created for you to use. Check out this link and scroll through all the ideas, templates and resources: [www.capta.org/building-membership](http://www.capta.org/building-membership).

More than 80 percent of the units that increased membership last year offered local membership perks. They talked to local businesses in the area and offered discounts, awards and prizes for PTA members. January is a good time to ask business if they would like to donate to your PTA or offer a perk to your members, as many businesses make budget/donation decisions in January. California State PTA and National PTA also have membership perks. California State PTA updates its membership perks flier each season, so be sure to check back for new perks every few months and check out the expiration dates. The latest round of membership perks comes out this week at [www.capta.org/member-perks](http://www.capta.org/member-perks).

If you have a great membership idea, photos or short videos, be sure to let us know! We are excited to learn from you. [Submit yours here](#).



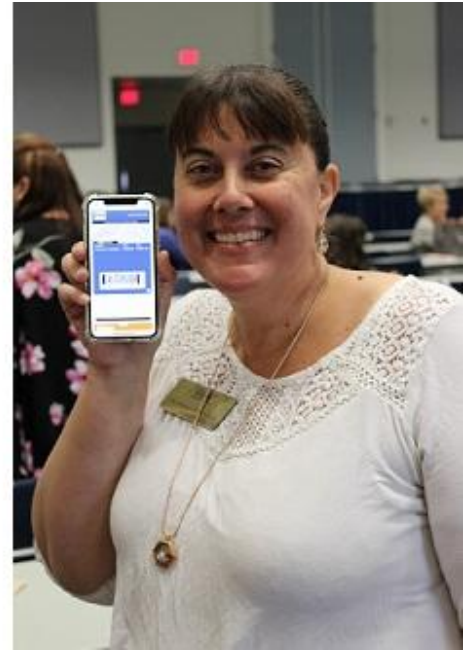
## ELECTRONIC MEMBERSHIP UPDATE

Is your unit using the new electronic membership system powered by TOTEM? The e-membership system has been up and running since April 2018, and during the back-to-school season, all of the District PTAs got online started using the system. Plus, about 70 percent of our Council PTAs are online too.

More than 750 local unit PTAs in California are using TOTEM with great results. If your unit isn't online yet, it's easy to get started! TOTEM has just launched new goal-setting tools for PTAs and new reports and social sharing. You can find the local PTAs using the new system at [www.capta.org/join](http://www.capta.org/join).

If your PTA is on the TOTEM system, it's time to send an email blast to everyone in your school community to ask them to join. Ask your principal if he/she can send the PTA join link to the whole school email list. We know lots of parents and family members or friends meant to join the PTA during the busy back-to-school season, but just didn't get to it. January is a perfect time to send a reminder.

If you want more information about e-membership, contact us at [emembership@capta.org](mailto:emembership@capta.org). We're happy to help you get started!



## TAKE ACTION

### Participate in Membership Challenges



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

[LEARN MORE](#)

### Electronic Membership Orientation



Learn the basics of the new system and how to get your unit online in this video.

[WATCH](#)

### Membership Section of Toolkit Updated



Take a look at the new changes to the California State PTA Toolkit.

[LEARN MORE](#)

### Share Your Arts Success Story



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

[SHARE YOUR STORY](#)

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

This message was sent to [astidham@capta.org](mailto:astidham@capta.org) by [californiastatepta@capta.org](mailto:californiastatepta@capta.org)  
2327 L Street, Sacramento, CA, 95816

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