



January 21, 2019



DIVERSITY STRENGTHENS YOUR PTA

Para leer en español, [clic aquí](#).

What better way to celebrate Dr. Martin Luther King Jr. Day than by including everyone in your PTA? The toolkit has some guidelines to make sure your PTA is reaching out to everyone in your community. Read more: toolkit.capta.org/outreach-diversity-and-inclusion.

Diversity is a strength that we are fortunate to embrace in California. If you are looking for PTA resources in other languages, customizable membership fliers are available in several languages:

- [English](#)
- [Spanish](#)
- [Chinese](#)
- [Arabic](#)
- [Tagalog](#)
- [Vietnamese](#)

California State PTA offers a variety of FREE resources in multiple languages – ready to download, print and share with parents and families at your school. Here are a few:

- Why PTA? ([English](#), [Spanish](#), [Arabic](#), [Chinese](#), [Tagalog](#), [Vietnamese](#))
- Today's PTA ([English](#) and [Spanish](#))
- Do Good Things for Kids – Join PTA! ([English](#), [Spanish](#), [Arabic](#), [Chinese](#), [Tagalog](#), [Vietnamese](#))

For more resources in multiple languages, visit www.capta.org.



PARTICIPATE IN MEMBERSHIP CHALLENGES

Our membership is our strength and our voice, and without our members, we wouldn't be able to do all the good things we do for children and families. That's why we're celebrating membership with fun, easy challenges. Don't forget to participate – you could win money for your PTA!

Membership Marketing Challenge: We've come up with 19 ideas to market your PTA. If you complete 10 or more ideas and [submit the online form](#), you will win our Membership Marketing Challenge! Your PTA will receive a

certificate and a special ribbon at convention. You'll also be entered into a drawing to win \$200 for your PTA! Ten lucky PTAs will win the cash prize.

Membership Increase Challenge: This challenge is easy – all you have to do is increase your membership numbers from last year! The deadline for this challenge is April 30, 2019. Each unit that increase its membership number over last year's number will receive a certificate and pin acknowledging the accomplishment, and will be entered into a drawing for cash prizes. For every 50 additional members the local unit will receive an additional drawing entry. We will be awarding ten \$200 cash prizes to local PTAs.

For more information on membership challenges, visit www.capta.org/building-membership.



TAKE ACTION

New Insurance Guide for PTA Leaders



Take a look at the new Insurance Guide for all PTAs in California
[READ 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 by californiastatepta@capta.org
2327 L Street, Sacramento, CA, 95816

[VerifiedUnsubscribe](#)SM | [Unsubscribe](#) | [Manage Subscription](#) | [Forward Email](#) | [Report Abuse](#)