



January 28, 2019



MEMBERSHIP + ADVOCACY = AN IMPORTANT LINK

Para leer en español, [clic aquí](#).

PTA advocates on behalf of all children. In our local schools, we promote family engagement and create and support programs that benefit the children in our communities. In our Council PTAs and District PTAs, we support broader efforts that benefit children and families. That can include advocating for policies – local ordinances or city infrastructure that make our communities safer for children.

At the state level, we advocate for laws, a state budget and policies to protect children and families, to promote the welfare and well-being of children and to ensure all children have an excellent education. By joining together, we are able to have a bigger impact.

Earlier this month, PTA leaders from across the state came to Sacramento for the California State PTA Legislation Conference. PTA members learned about education, school climate and other topics and spoke to their local legislators about what they see locally and what they want for their children.

Our membership is our voice, and we speak on behalf of all of our 700,000+ members. During the Legislation Conference, we gave every assembly member and state senator a poster from California State PTA. The poster has a QR code that connects to our website's "Join PTA" page. We were excited to see our posters on legislators' doors a few days later!



Your PTA can create a poster (or download one of ours) to remind parents, staff and community members to join your PTA. If you are using e-membership powered by TOTEM you can include a QR code to join your PTA in your poster or flier. TOTEM even has a sample poster for you to download. Keeping a visual reminder of what your PTA does in your community is a great way to promote PTA and include everyone.

Need more info? Email emembership@capta.org.

REMIND YOUR SCHOOL COMMUNITY TO APPLY FOR SCHOLARSHIPS

Today is a perfect day to send out a last minute reminder to students about the California State PTA Graduating High School Senior Scholarships.

Applications are due February 1 and students must be members to apply. If your PTA is using our electronic membership system, you can send the membership link and the scholarship link together as an important reminder.

If you are not on our e-membership system yet, include a way for students to join and set up a membership table this week. Membership cards (electronic or paper) are part of the application.

Learn more about the scholarships at www.capta.org/scholarships.



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 Tips



Hear from leaders like you on how the system makes membership campaigns so easy!
[READ MORE](#)

Membership Section of Toolkit Updated



Check out the updates that have been made 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
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