

Below is a summary of the chat responses from attendees on Membership Marketing Campaign Webinar that was held live on 7/15/20. There are lots of great ideas on how PTAs have been connecting with and engaging their members virtually during COVID-19. They also shared PTA activities that have impacted children, great verb ideas for PTAing, and where to potentially use the GIF in the Membership Marketing Materials.

Hopefully some of these activities and program ideas will resonate with you and your PTA and you will offer them either virtually or in-person.

Examples of what your PTAs have been doing during COVID-19

- Keeping our parents/community informed through our Facebook Page and emails
- Family Fitness
- Science Program
- Applied for COVID-19 relief grant funds
- Sharing opportunities through social media
- Donated Be Internet Awesome funds to summer food programs
- PTA has provided resources on our social media page for extra academic practice
- Provide online Activities thru website and Facebook
- Wrote and sent a parent survey about online learning during COVID
- Keeping the lines of communication open and share lots information with members
- Provide food to families 2x per month
- Provide community resources
- COVID grant recipient – used money for books and food
- Made sure all students had computers
- Made Grad signs for 8th and 5th graders
- Won a COVID grant for Social Emotional Learning/Mental Health and have been developing the program
- Keeping parents informed
- Sharing legislative alerts
- Working with district on resources
- Family engagement via a reimagined Field Day
- Collaborated with district in sub-committees to plan hybrid and remote learning
- Provided open communications on Facebook
- Virtual Talent Show
- Discussion with school district on return to school plan
- Helped families connect with the district when they had e-learning questions
- Sharing links from important government entities
- Supported our teachers and community by decorating the fence at our school to keep us all connected
- Encouraged our students, staff and families to participate in spirit weeks virtually
- Promoted and helped with Pantry Packs (food to families)
- Art Contest (turned virtual)
- Thank you, video, for Teacher Appreciation Week

- Student Support Network food and gift cards
- Art walk auction (turned virtual)
- Supported local food pantry
- Provided yearbooks for all students
- Instead of our 6th grade party, provided backpacks and a parade
- Teacher/staff support
- Assisted with virtual graduation
- Provided a meal for food and nutrition services staff that serve meals to school families
- Email campaign to encourage our school board to evaluate our school's need for a new building
- Donated masks from our emergency preparedness stock while schools were closed (these will be replenished before students return to the building)
- Worked on obtaining grants for student meals, coordinated and delivered meals
- Providing fruits and veggies every Friday for low income students
- Hosted/Moderated School Board Forum
- Assisted with EOY closure for students, teachers and families
- Shirts for student's moving on from elementary school
- Helped get a \$155 million bond passed for the district
- Provided books for students to take home

PTA Activities that had Impact for Children and/or the Community

- One School, One Book
- Our PTA Council runs a food and clothing pantry for our district
- SAT/ACT prep classes
- Family Reading Night
- Mindfulness programs
- Holiday Shop
- Food pantry
- Eyeglasses program
- Food drives and clothing drives
- Million Penny Campaign
- STEM Fair / Science STEM Night
- Collecting Back to School Supplies
- Watch Dogs
- Kindness Kits
- Book Swap
- PTA Science night
- Care Closet
- Provide food donations for a local pantry
- Families Helping Families program
- Hygiene kits
- Submerge Storytelling

- Snack pantry
- Helping low income school with clothing and food
- We have a heart in hand program for homeless students
- Coat drive
- Buzzcuts for Cancer
- Diversity Movie Night
- Sock drive
- Shoe fund
- Backpack program
- Early childhood reading program
- Parent education night
- Fund the Art Masterpiece program at our school
- Provided a classroom grant to allow the school to have a video news program
- Walkathon
- Bought books and supplies for kids during virtual learning
- Welcome back picnic at the beginning of school year
- Give a book to every student for reading month
- Art docents
- Eviction Diversion webinar with local legal aid office
- Host an Adopt a Family during the holidays
- Literacy Night/book fair
- Supply kits
- National PTA Reflections
- Spring Yard sale
- Giving Tree at holidays
- Provide school supplies
- Taste of Carver where over 80 families shared food and culture from their home countries
- Bring in authors to the school and do assemblies
- Annual Fair
- Neighborhood clean-up

PTA is now a verb. Participant-provided words on how they PTA

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|-----------------|-----------------|--------------------------|
| • Connecting | • Zooming | • Surviving |
| • Creating | • Participating | • Thriving |
| • Advocating | • Communicating | • Cheering |
| • Volunteering | • Helping | • Community-
building |
| • Informing | • Celebrating | • Learning to Virtual |
| • Showing up | • Brainstorming | • Providing |
| • Informing | • Not give up | • Encouraging |
| • Collaborating | • Sharing | • Engaging |
| • Suggesting | • Empowering | • Informing |
| • Reinventing | • Supporting | |

- Including
- Serving
- Pivoting
- Voicing
- Teaching
- Reposting
- Increasing diversity
- Involving
- Enabling
- Befriending
- Partnering
- Assisting
- Leading

Where is a good place to use the Membership Marketing Campaign GIF?

- Facebook
- Website
- Instagram
- Twitter
- Header in MemberHub (membership database)
- Text Messages
- Emails
- WhatsApp
- PTBoard (membership database)