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| **Week 9 - 12 Activities and Challenges** | | |
| **Activity Priority**  **MUST**  Do MUST activities first, as they are the building blocks to a strong and healthy PTA.  **SHOULD**  Look to do SHOULD activities after you complete all or most of the MUST activities.  **COULD**  Focus on the COULD activities when you have the capacity to go above and beyond. COULD activities have the potential to take your PTA to the next level. | | |
| **The Finer Print**  Get a team of 3 PTA leaders from your PTA unit to participate in the 125 Days of Membership. Divide and conquer these tasks! | | |
| **Activity/Challenge** | **Time** | **Priority** |
| 1. Review your PTA’s Membership Goal Worksheet  * Add at least one communication strategy * Add at least one Family Engagement strategy * Add at least one strategy to reach **new** families   Use [125 Ways to Increase Membership](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/125-ways-to-increase-membership.pdf) for ideas | 30 minutes | MUST |
| 1. Complete the [Membership Growth Plan Worksheet](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/local-pta-membership-goal-worksheet-2020-21.docx)  * Is there anything missing in your Membership Goal Worksheet? | 45 minutes | SHOULD |
| 1. Share the TikTok or video you created in Weeks 5-8 on the Local Leaders Facebook page. | 1 minute | COULD |
| 1. Use [this Sample Survey](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/membership-survey-template.docx) to reach out to your school community  * Edit survey to meet your needs * Send the survey to ALL families | 60 minutes | COULD |
| 1. Take National PTA’s Family-School Partnerships - [Standard 6 Assessment](https://www.pta.org/docs/default-source/files/programs/national-standards-for-family-school-partnerships/assessment_guide_standard_6.pdf) | 45 minutes | MUST |
| 1. Add community outreach to your Membership Goal Worksheet   Use [125 Ways to Increase Membership](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/125-ways-to-increase-membership.pdf) for ideas | 30 minutes | MUST |
| 1. Find your school community’s demographics | 30 minutes | SHOULD |
| 1. Compare school demographics to PTA member demographics  * Work with your school principal * Work with your District, Council and/or Region PTA * Work with your State PTA | 15-90 minutes | SHOULD |
| 1. Add goal and/or strategy to have PTA demographics match school demographics  * Be specific – remember SMARTIE goals   Use [125 Ways to Increase Membership](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/125-ways-to-increase-membership.pdf) for ideas | 30 minutes | SHOULD |
| 1. Schedule and host a community forum/listening session and add to your Membership Goal Worksheet   [Visit Listening to Your Community for more information](https://www.pta.org/local-leader-kit/membership/listening-to-your-community) | 5-120 minutes | COULD |
| 1. Ask, ask, ask – update your Membership Goal Worksheet with outreach efforts  * Use [125 Ways to Increase Membership](https://www.pta.org/docs/default-source/files/runyourpta/2021/membership/125-ways-to-increase-membership.pdf) for ideas * Use these [customizable Letters/Emails](https://www.pta.org/home/run-your-pta/membership-resources/recruitment-tools) for outreach (located half way down the page) to ask your community to join PTA | 8 minutes | MUST |
| 1. Read the [National PTA’s Family-School Partnerships: An Implementation Guide](https://www.pta.org/docs/default-source/files/runyourpta/national-standards/national_standards_implementation_guide.pdf) | 60 minutes | COULD |
| **Have Questions? Email us at** [**membership@pta.org**](mailto:membership@pta.org) | | |