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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** |