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### Zooming into Membership Event Promotion Examples

Not sure how to promote your upcoming Zooming into Membership Event? Check out real-world examples from some PTAs below for inspiration.

### Facebook and Instagram

Facebook is a great way to do social media marketing for your PTA! Schedule your posts strategically—your <u>Facebook Insights</u> page should show you when your audience is most active, so use that to your advantage. With Facebook's new algorithms, engagement on your Facebook page may be low. If you have some budget to spare, try "boosting" your posts, or consider creating an ad campaign.

Instagram is a fun and quirky social media marketing option, which allows you to share your PTA's value in a visually appealing way to the world. Keep your captions engaging; asking a question is a great way to start if you're stuck. Don't forget to use hashtags so your community can discover your great content!

#### Colorado PTA





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#### **European PTA**



#### Missouri PTA





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Oklahoma - Broken Arrow / Tulsa Councils of PTA



Leslie Moreland Purcell shared a link.

O Admin · Sep 29 · ■

Hello, BAPTA Leaders!! Our Zooming Into Membership event is just ONE WEEK from today ~ this event will focus on building membership. Please register, using the link below...you will then receive the link to the Zoom event, via e-mail.

We will have GIFT CARD GIVEAWAYS during the event, and also PRIZES for units who have AT LEAST THREE board members in attendance. See you next Tuesday, October 6th, at 7:00.





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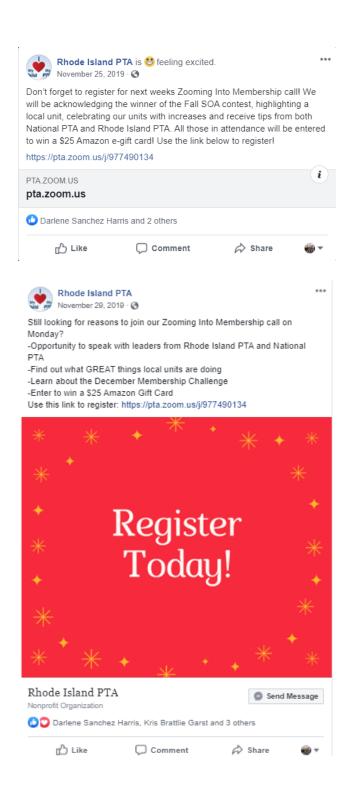
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#### **Rhode Island PTA**





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Washington State PTA - Region 7







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#### e-Newsletters

Email is a great way to connect more personally with your members than you can with social media. Remember that research shows readers spend less than 51 seconds reading a complete email, and only read word-for-word 19% of the time. So, keep your emails short and to the point—the first two sentences of your content should give the reader all the key information they need to respond.

#### Florida PTA

#### Zoom Into Membership!

Join us as we "Zoom into Membership" on Wednesday, September 16th at 11 am and 7 pm (Eastern Time)! This month's event will feature the awesome work coming out of Lowry Elementary in Hillsborough County. This event is all about shining the spotlight on LOCAL LEADERS like YOU! You must register for the Zoom call to attend.

Know a local unit that is rocking it through virtual engagement, diversity & inclusion, or is just plain amazing?? Email <a href="mailto:vp.membership@floridapta.org">vp.membership@floridapta.org</a> and let us know what's RIGHT in PTAI



When: Sep 16, 2020 11:00 am Eastern Time (US and Canada)

Register at:

https://pta.zoom.us/meeting/register/tJYrdumurzksHNw 7SwndGCor9d45Fs2WIP2

When: Sep 16, 2020 7:00 pm Eastern Time (US and Canada)

Register at:

https://pta.zoom.us/meeting/register/tJ/sceCorDsjE9GrUIdtrATNgn8FTXhOz\_gU

After registering, you will receive a confirmation email containing information about joining the meeting.

Thank you, Florida PTA



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Georgia PTA



### Zooming Into Membership

In December, we announced an upcoming webinar series focusing on engaging and growing your membership. We're excited to launch that series in February with an engaging session where local PTAs/PTSAs, Georgia PTA, and National PTA share tips to grow and retain members to make our PTA Voice more powerful. Register now!

#### Monday, February 10, 7:30 p.m.

**TOPIC: Celebrating Community Partners** 

- Local Unit Presentation: Inviting, Working with, and Thanking Community Partners
- MemberHub Training focusing on Community Partners
- Georgia PTA Updates
- National PTA Updates
- Q&A Time
- And...swag! (Hawks tickets, PTA-branded items, etc.)

\*Participants who register for and attend all four sessions (February, March, April, and May) will be entered to win a free CLT registration package!

Can't attend live? No worries! Each session will be recorded and posted for you to view at your convenience!

Register here for ZiM Webinar



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**New Jersey PTA** 



N.JPTA



Monday, January 14, 2018 - 7pm-8pm

https://zoom.us/j/6095870100

Join NJPTA Officers, National PTA Staff, and Local PTA Leaders to discuss new ideas in membership and so much more!













PTA FOR YOUR CHILD | PTA.org/Zooming