

ZOOMING INTO MEMBERSHIP



VIRTUAL EVENTS



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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 [Facebook Insights](#) 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



EUROPEAN PTA

ZOOMING INTO MEMBERSHIP

European PTA is pleased to announce the launch of an exciting new membership education, engagement, and growth program in partnership with National PTA!

The Zooming Into Membership program features a series of four live Zoom sessions that will:

- ✦ Cover important EPTA membership updates
- ✦ Share the secrets of PTA membership success
- ✦ Give PTA leaders a chance to network and connect
- ✦ Feature the amazing things happening in PTAs across Europe

Save the date for our first Zooming Into Membership session on Thursday, September 17th at 6pm CET (be on the lookout for registration info in the coming weeks)!

Write a comment...

Missouri PTA

Missouri PTA
August 15

Missouri PTA is excited to share that we were chosen by National PTA to be a part of a series of ZIM (Zoom Into Membership) events this year. Join us on August 27th for our first event. You must register at the following link ahead of time.

<https://pta.zoom.us/j/.../tUyTcumhpjksHtLoJoKNKcOgRRYKhYxoPG45>

Thursday August 27th 6:30 PM

Zoom Into Membership

Join Missouri PTA as we partner with National PTA to hold a series of special events called Zooming into Membership (ZIM). These events will focus the spotlight on Local Units across Missouri, to share ideas on retaining & increasing PTA membership.

This month we will hear from National PTA and Missouri PTA leaders along with representatives from Larimore Elementary PTA (Hazelwood) and Procter Elementary PTA (Independence). Everyone will have time to share and ask questions.

Register for the event on the provided link. After registering you will receive a confirmation email with information on joining the meeting.

Link to register:
<https://pta.zoom.us/j/.../tUyTcumhpjksHtLoJoKNKcOgRRYKhYxoPG45>



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Oklahoma – Broken Arrow / Tulsa Councils of PTA



Leslie Moreland Purcell shared a link. ...

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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Rhode Island PTA

 **Rhode Island PTA** is 🥳 feeling excited.
November 25, 2019 · 🌐


Don't forget to register for next weeks Zooming Into Membership call! We will be acknowledging the winner of the Fall SOA contest, highlighting a local unit, celebrating our units with increases and receive tips from both National PTA and Rhode Island PTA. All those in attendance will be entered to win a \$25 Amazon e-gift card! Use the link below to register!

<https://pta.zoom.us/j/977490134>

PTA.ZOOM.US
pta.zoom.us

👍 Darlene Sanchez Harris and 2 others


👍 Like 💬 Comment ➦ Share

 **Rhode Island PTA**
November 29, 2019 · 🌐

Still looking for reasons to join our Zooming Into Membership call on Monday?

- Opportunity to speak with leaders from Rhode Island PTA and National PTA
- Find out what GREAT things local units are doing
- Learn about the December Membership Challenge
- Enter to win a \$25 Amazon Gift Card

Use this link to register: <https://pta.zoom.us/j/977490134>



Register Today!

Rhode Island PTA
Nonprofit Organization

👍 Darlene Sanchez Harris, Kris Brattlie Garst and 3 others

👍 Like 💬 Comment ➦ Share

[Send Message](#)

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Washington State PTA – Region 7



Washington State PTA - Region 7
@wsptareg7

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Liked Following Share

Upcoming Events



everychild.onevoice.

ZOOMING INTO MEMBERSHIP

Region 7 Zooming Into Membership!
Thu 7 PM PDT · Online Event
Heather is interested

★ Interested

See All



Washington State PTA - Region 7 added an event.
6d ·



REGION 7
Washington State
PTA
everychild.onevoice.
ZOOMING INTO MEMBERSHIP

WEDNESDAY,
OCT 7TH
AT 7PM

WED, OCT 7 AT 7 PM PDT

Zooming Into Membership - Event #2
You like Washington State PTA - Region 7

★ Interested

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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 vp.membership@floridapta.org and let us know what's RIGHT in PTA!



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/tJlsceCorDsJE9GrUldtrATNg8FTXhOz_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





NJPTA Membership Ideas Video Conference

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!