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**

![Image of Colorado PTA's social media promotion example]

---

PTA FOR YOUR CHILD | PTA.org/Zooming

© 2021 PTA. All rights reserved.

PTA and everychild.onevoice* are registered service marks of the National Congress of Parents and Teachers.
European PTA

Missouri PTA
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. 😊
Rhode Island PTA

Rhode Island PTA is feeling excited.
November 25, 2019

Don’t forget to register for next week’s 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/077490134

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/077490134

Register Today!

Rhode Island PTA
Nonprofit Organization
Darlene Sanchez Harris, Krista Briddie Catari and 3 others

PTA FOR YOUR CHILD | PTA.org/Zooming
© 2021 PTA. All rights reserved.
PTA and everychild.onevoice are registered service marks of the National Congress of Parents and Teachers.
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 vo.membership@floridapta.org and let us know what's RIGHT in PTA!

Join Us!

Let's Celebrate Membership Success in our LOCAL UNITS!

Learn how Lowry Elementary in Hillsborough County has engaged new members and built on their membership using MemberHub!

Valerie Licata
President
Darlene Martin
Cor. Secretary

September 16, 2020
11AM - 7PM

When: Sep 16, 2020 11:00 am Eastern Time (US and Canada)
Register at: https://pta.zoom.us/meeting/register/tJYdumurzksHT6wdb9d45Ea9eI8fJWIPw2

When: Sep 16, 2020 7:00 pm Eastern Time (US and Canada)
Register at: https://pta.zoom.us/meeting/register/tJYsC0DrzD5jE9GrlUJhrATNqg8FTXhOqI

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

Thank you,
Florida PTA

PTA FOR YOUR CHILD | PTA.org/Zooming
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]
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!