



## Section 1: Week 2 Activities and Challenges

### Let's Grow Our PTA Family

<b>Activity Priority</b> <b>MUST</b> Do MUST activities first, as they are the building blocks to a strong and healthy PTA. <b>SHOULD</b> Look to do SHOULD activities after you complete all or most of the MUST activities. <b>COULD</b> 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.		
Activity/Challenge	Time	Priority
1. Watch <a href="#">Get to Know the Membership Tools</a> on the National PTA Website to help you grow your PTA.	7 minutes	<b>MUST</b>
2. The beginning of the school year is the best time to introduce PTA to families in your community. Download and Use the " <a href="#">Welcome Back to PTA</a> " PowerPoint <a href="#">Template</a> to welcome families to the new school and PTA year! ( <a href="#">Available in Spanish</a> )		
A. Use pieces of the "Welcome Back to PTA" PowerPoint Template for your presentation at your in-person or virtual Back to School event or open house.	20-30 minutes	<b>MUST</b>
B. Record your welcome message using the template and post it on your social media channels and/or your website or send a link to all the families at your school.	30 minutes	<b>SHOULD</b>
C. Share the PTA legacy and why membership matters using the template with your school administration.	35 minutes	<b>COULD</b>
3. Are you looking for more ways to speak about the value of PTA with anyone in your community? Download and Use <a href="#">Reasons You Belong</a> resources, tools and templates to help you quickly and easily start a conversation on why they should join your PTA or PTSA! ( <a href="#">Available in Spanish</a> )		
A. Use the <a href="#">five-step guide to create your own PTA value message</a> or <a href="#">watch this short video on how to build a value message</a> .	10-15 minutes	<b>MUST</b>



<p>B. Download and use the <a href="#">Join PTA social media graphics</a> with your value message to emphasize why join your PTA.</p>	<p>15 minutes</p>	<p><b>SHOULD</b></p>
<p>C. Download and use the <a href="#">customizable content flyers</a> to share something your PTA/PTSA is doing this year.</p>	<p>15 minutes</p>	<p><b>COULD</b></p>
<p>4. Download <a href="#">125 Ways to Increase Membership</a> – a treasure-trove of ideas to keep recruiting all year long! (<a href="#">Available in Spanish</a>)</p> <p>A. Look at the “General Outreach” section, is your PTA/PTSA doing the first two?</p> <p>B. Implement an additional two ideas from the “General Outreach” section. We have ideas for in-person, virtual or both.</p> <p>C. Implement an additional three ideas from other section(s) of the 125 Ways to Increase Membership.</p>	<p>5 minutes</p> <p>20 minutes</p> <p>30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>

Have Questions? Email us at [membership@pta.org](mailto:membership@pta.org).

**Week 3’s activities coming October 5**