



Section 2: Week 2 Activities and Challenges

Toot Your PTA's Horn

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.

Activity/Challenge	Time	Priority
<p>1. Live Zoom Event and/or Summary Video</p> <p>A. Implement 1 new thing you learned on the call or on the summary video to show your PTA's value to your community and ask them to invest and support your PTA.</p>	15-20 minutes	MUST
<p>2. TikTok your way to new Memberships. Think about using TikToks to promote membership. TikTok is a user-friendly social media platform where you can create short engaging videos and share them with others with a call to action to become a member.</p> <p>A. Check out this Membership TikTok created by National PTA staff and share on any social media channels with your membership ask.</p> <p>B. Create a TikTok for your PTA. Remember to keep it short, engaging and informative.</p> <p><i>Here are a few tips for TikTok beginners:</i></p> <ol style="list-style-type: none"> 1. First set up an account for your PTA. 2. Make it public so everyone can see your videos. If you already have an account, check to make sure you did not set it up as a private account, as that requires you to approve followers. 3. Decide what membership message you want to record. 4. Practice the message before recording. 5. Record the video on your cell phone or you can record it in the TikTok app. 	<p>5 minutes</p> <p>10 -15 minutes</p>	<p>MUST</p> <p>SHOULD</p>



<p>6. Open up TikTok and hit the plus sign icon at the bottom of the screen. Once you arrive at the recording screen, click the Upload button in the bottom right corner.</p> <p>7. Make sure to add your membership join URL to your video!!</p> <p>8. Consider adding music before uploading your video.</p> <p>9. Don't forget to share your video.</p> <p>C. Stitch A Pre-Recorded Video on TikTok.</p> <ol style="list-style-type: none"> 1. Select a video created by another user which allows stitching. 2. Tap the arrow icon on the right. 3. Tap "Stitch" at the bottom. 4. Select up to five seconds' length of any part of the video that you want to use for stitching. 5. Tap "Next" and choose from the filming options available. 6. Start recording your video and then tap the check mark when you're done. 7. Edit your video. 8. Adjust your video settings and complete your Stitched video post with a catchy caption. 9. Make sure to add your membership join URL to your video!! 10. Tap "Post." 11. Don't forget to share your video. 	<p>10 - 15 minutes</p>	<p>COULD</p>
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Have Questions? Email us at membership@pta.org.

Section 2: Week 3 activities coming November 9