



### Section 3: Week 4 Activities and Challenges

#### Brand and Market your PTA

##### 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. Grow your online presence. One of the best ways to grow membership is grow your online presence. Online communication is a convenient way to connect with your community.</p> <p>A. Watch <a href="#">PTA Online Presence</a> video and implement 1 new change or addition to improve your PTA’s online presence.</p> <p>B. Audit your PTA’s online presence using the <a href="#">Online Presence Audit worksheet</a>.</p> <p>C. Check out the communications section of the <a href="#">Local Leader Kit</a> and use one of the many resources (i.e. branding, website, social media, media, photos, etc.) for PTA leaders.</p>	<p>10 minutes</p> <p>10-15 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>2. Heighten your PTA brand in your community.</p> <p>A. No time to create your own social media graphics? No problem, use ready-made customizable <a href="#">You Belong in PTA social media graphics</a> as advertisements on your social media page(s) or website.</p> <p>B. Share your <a href="#">PTA logo</a> on social media using one of the social media resources in the Membership Campaign Materials (<a href="#">English</a> and <a href="#">Spanish</a>) with an ask to support your PTA. Tag @nationalpta and your state PTA and add the #HowWePTA.</p> <p>C. Looking for easy to design graphics to promote your PTA online, try Canva. Canva offers its <a href="#">premium version free to registered nonprofits</a>.</p>	<p>5-10 minutes</p> <p>10-15 minutes</p> <p>20 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>



<p>3. Brag about your PTA programs to grow your membership.</p> <p>A. If your PTA sponsors an art program such as Reflections, make or buy PTA branded signage such as stickers, banners, posters etc. that say “This program is made possible by your PTA.”</p> <p>B. If you are partnering with another organization or a business is sponsoring one of your programs, acknowledge the partner or business on your social media page with an ask to join your PTA. Make sure you tag them in the post as this guarantees your post reaches others in your community.</p>	<p>15 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>
<p>4. Help people understand how their membership adds to our collective voice to advocate for all children.</p> <p>A. Educate your school and community about the <a href="#">historical impact of National PTA</a> by posting about it on your social media page with an ask to invest in PTA. Especially on PTA’s Founders Day - Feb 17<sup>th</sup>!</p> <p>B. Families need to be aware of the advocacy efforts of your PTA at all levels. Make sure they know about our legislative priorities at the federal, state and local level. Visit <a href="#">National PTA’s</a>, your state PTA’s and/or District/Council/Region PTA’s website to see ongoing or current advocacy efforts. Share these advocacy efforts in your community with an ask to invest in your PTA.</p> <p>C. Share the ways your PTA has advocated for the students, staff or families in your school on your social media page i.e., improved school safety, healthier school lunches, increased state funding, etc.</p>	<p>10 minutes</p> <p>20 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>5. Brag about PTA’s investment in family engagement to grow your PTA’s membership. The <a href="#">Center for Family Engagement</a> brings you the latest research and resources on how parents can support their child’s and school’s success.</p> <p>A. Invite your community via email or social media to support/invest in the work of PTA. The National Standards for Family School Partnership has transformed family engagement across the country for over 20 years. <a href="#">The Standards</a> give schools guidance in six key principles including welcoming all</p>	<p>10 minutes</p>	<p><b>MUST</b></p>



<p>families, supporting student success and collaborating with community.</p> <p>B. Take photos at your in-person, virtual, and/or hybrid events. Post them online (<a href="#">make sure you get permission</a>) to show your PTA is a welcoming, fun and caring environment for all families. Of course, include an invitation for others to join your PTA.</p>	<p>10-15 minutes</p>	<p><b>SHOULD</b></p>
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Have Questions? Email us at [membership@pta.org](mailto:membership@pta.org).

**Section 3: Week 5 activities coming February 9<sup>th</sup>**