



Section 4: Week 2 Activities and Challenges

Start your Membership Strong Now for Next School Year

Activity Priority		
<p>MUST</p> <p>Do MUST activities first, as they are the building blocks to a strong and healthy PTA.</p> <p>SHOULD</p> <p>Look to do SHOULD activities after you complete all or most of the MUST activities.</p> <p>COULD</p> <p>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.</p>		
Activity/Challenge	Time	Priority
1. Live Zoom Event or Summary Video		
A. Implement 1 new thing you learned on the call or on the summary video.	15 minutes	MUST
2. S.M.A.R.T.I.E Goals . Setting realistic goals for the next school year will help guide everything you do at your PTA.		
A. Assess and evaluate your current membership numbers. Have you lost, maintained or grown membership in the last year?	10 minutes	MUST
B. Set S.M.A.R.T.I.E goal(s). Review this handout for examples of some potential goals and/or this Jamboard of ideas from the Live Zoom Event .	15-20 minutes	SHOULD
C. Build the action steps needed to reach your PTA's S.M.A.R.T.I.E goal(s). Here is a sample membership plan with action steps .	30-60 minutes	COULD

Have Questions? Email us at membership@pta.org.

Section 4: Week 3 activities coming April 27th