



Section 1: Week 1 Activities and Challenges

The 101 Checklist to National PTA Resources

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
10 activities in less than 5 minutes each		
1. Do you have National PTA profile? If not, create a profile to access free National PTA resources. <i>Please make sure your profile email does not exist before creating new user.</i>	2 minutes	MUST
2. Sign up for Local Leader Kit to learn the basics of running your PTA.	2 minutes	MUST
3. Subscribe to National PTA newsletter/s to receive monthly/weekly updates with the latest tools, programs and training! <i>Sign up today to make sure you hear first about our grants.</i>	2 minutes	MUST
4. Join the Local Leaders' Facebook page & Read tips for successful engagement with Local Leader's Facebook page	2 minutes	MUST
	5 minutes	SHOULD
5. Create your own PTA logo . It's quick and easy! Brand everything you do so your community knows it is the PTA doing the work or providing the financial support.	5 minutes	MUST
6. Make joining as easy as possible. Submit your online join link to be added to the Find a PTA page.	5 minutes	MUST
7. Set a membership goal. If you write down a realistic goal, you are 42% more likely to accomplish it.	5 minutes	MUST



8. Has your board and committee(s) joined your PTA for the year? Make sure everyone is signed up today!	5 minutes	SHOULD
9. Explore 1 of the National PTA programs that you could implement this year (i.e. Reflections) to grow membership!	5 minutes	SHOULD
10. Watch Get to Know the Membership Tools on the National PTA Website to help you grow your PTA.	7 minutes	COULD

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

Week 2's activities coming August 29