



## Section 1: Week 3 Activities and Challenges

### Make it Easy to Join

#### 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. Offering an <b>online join</b> option? If your online join is linked to your membership platform or tool, now is the time to use all the tools available to you so, no matter what happens in the fall, you can stay connected to your community.</p> <p>A. Get the word out! Post the online form link and payment information everywhere—your PTA website, on Facebook, in PTA/PTSA newsletters, online event registration, volunteer sign-ups, email the link out, add to your email signature so it goes to everyone you email!</p> <p>B. Have a <b>paper form to join</b> in addition to an online platform, and make sure it is available everywhere. Not everyone has internet access or is comfortable paying for membership online. Make sure all PTA board members and the school office have a supply on hand.</p> <p>C. Get the word out beyond your current membership—ask the school to include your online join link in their communications or in the Parent Resources section of their website.</p> <p>D. If your membership join site offers a communication tool, use it to connect with your members. Use it to share information like upcoming meetings, programs in the works, volunteer opportunities in this school year.</p>	<p>10-15 minutes</p> <p>10 minutes</p> <p>10 minutes</p> <p>20-30 minutes</p>	<p>MUST</p> <p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. The easiest way to ask people to join your PTA/PTSA is to tie that invitation to a demonstration of the value you bring to your community. Invite all community members and businesses to join your PTA with the <a href="#">Back to School, Back to PTA Invitation Email/Letter</a>. (Available in Spanish).</p>		



<p>A. Download &amp; customize the <a href="#">Back to School, Back to PTA/PTSA email/letter template</a> with your PTA contributions and upcoming PTA events.</p> <p>B. Email the letter to all community members and businesses who have supported your PTA/PTSA in the past.</p> <p>C. Print the letter to put in every child's send home materials.</p>	<p>15-30 minutes</p> <p>15 minutes</p> <p>30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>3. Create a <b>QR Code</b> to make it easy as possible to join your PTA.</p> <p>A. Watch this <a href="#">short video tutorial</a> to learn how to create a QR code and create a basic QR code in less than a minute.</p> <p>B. Post the QR code in 3 places in your community (signs at all your PTA and school events, put it on your social media, on any flyers that are sent home, on signs around the school or even on business cards for your PTA)</p> <p>C. Make your QR code fun by adding your PTA logo and using the <a href="#">PTA colors</a>.</p>	<p>7 minutes</p> <p>15-30 minutes</p> <p>10 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>4. Looking for additional ideas to Make Joining PTA Easy? Check out this <a href="#">blog</a> for some ideas!</p>	<p>15 minutes</p>	<p><b>COULD</b></p>

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

**Week 4's activities coming September 12**