



## Section 2: Week 1 Activities and Challenges

### Branding and Marketing 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 thing you learned 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 awareness 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, like your PTA</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 all your PTA sponsored events and/or programs to grow your membership.</p> <p>A. If your PTA hosts an event like STEM night or Reflections, make or <a href="#">buy PTA branded signage</a> such as stickers, banners, posters etc. that say “This program or event is made possible by your PTA.” If your PTA covered the cost for an</p>	<p>15 minutes</p>	<p><b>MUST</b></p>



<p>improvement at your school, you could get a great sign for that too. Make sure you can use the signage for years to come so don't put a date on it.</p> <p>B. If you are partnering with another organization, or a business is sponsoring one of your PTA 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>	10-15 minutes	<b>SHOULD</b>
<p>4. Help people understand how their membership adds to our collective voice to advocate for all children.</p> <p>A. 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, brought academic events, increased state funding, etc. with an ask to support your PTA.</p> <p>B. "Want to see the real impact of the PTA and its advocacy? Check out this 2-minute <a href="#">video</a> that Senator Chris Murphy released thanking all PTA members, like YOU, for their advocacy and acknowledging their impact in passing the Bipartisan Safer Community Act." Share this message in your newsletters and social media page with an ask to support your PTA.</p> <p>C. Educate your school and community that National PTA is <a href="#">currently advocating</a> for safer and more supportive schools, stronger family-school partnerships, and strengthened digital safety policies by sharing these ongoing advocacy efforts on your PTA's social media page with an ask to invest in PTA.</p>	10 minutes  5 minutes  10 minutes	<b>MUST</b>  <b>SHOULD</b>  <b>COULD</b>
<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. Take photos of 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. Use #HowWePTA on social media.</p> <p>B. 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 can your schools guidance in six key principles including welcoming all families, supporting student success and collaborating with community. Use #HowWePTA on social media.</p>	10 minutes  10-15 minutes	<b>MUST</b>  <b>SHOULD</b>

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

Section 2: Week 2 activities coming October 10<sup>th</sup>