



Section 2: Week 3 Activities and Challenges

Toot Your PTA's Horn

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
<p>1. Every program, event, activity, advocacy win should be communicated and celebrated. Show the results to your members and non-members. People want their PTA to focus on outcomes, to value time given, and be transparent in its work.</p> <p>A. At your next event/activity, post a selfie or photo of the event on your PTA's social media channel with a caption of what you are doing to serve all children in your community with the hashtag #HowWePTA and a link to join your PTA.</p> <p>B. Give a short PTA update at a staff meeting. Watch this one-minute video and ask your principal for 10 mins at the next staff agenda.</p> <p>C. Speak at a school board meeting. Watch this one-minute video and decide who from your PTA will speak.</p>	<p>10 – 15 minutes</p> <p>20 – 30 minutes</p> <p>20 – 30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. Don't forget the benefits offered to all PTA members by National PTA. Remind your members in an email of the regular updates and advice from National PTA in the form of e-newsletters, Family Resources and Our Children Magazine.</p>	<p>5 – 10 minutes</p>	<p>MUST</p>
<p>3. Online videos present a huge opportunity to show the value of PTA. Videos build confidence for the PTA brand and as a result more people are likely to join PTA.</p> <p>A. Share <u>one</u> of these PTA videos to show the value and impact of PTA.</p>	<p>5 minutes</p>	<p>MUST</p>



B. Share the <u>two</u> of these PTA videos to show the value and impact of PTA.	8 minutes	SHOULD
C. Record a short engaging video on your phone or using a social media platform for 1 minute or less, thanking your community for their support, advocacy and involvement. Post it on all your social media channels.	20 minutes	COULD

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

Section 3 coming January 2024!