



### Section 3: Week 1 Activities and Challenges

#### Revitalize Membership in the New Year

<b>Activity Priority</b> <b>MUST</b> Do MUST activities first, as they are the building blocks to a strong and healthy PTA. <b>SHOULD</b> Look to do SHOULD activities after you complete all or most of the MUST activities. <b>COULD</b> 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
1. Get reorganized for the second half of membership year. <ul style="list-style-type: none"> <li>A. Watch <a href="#">Membership Minute Tip #6 (Español)</a> and schedule a planning meeting to plan your mid-year membership drive. This is a perfect opportunity for your board to reconnect and get inspired for the second half of the membership year.</li> <li>B. Meet with the principal to learn administration goals for the second half of the school year and discuss how your PTA can engage families in supporting those goals.</li> <li>C. Your PTA’s social media channel(s) might have been quiet over the winter break. The new year is the perfect time to reengage with your audience. You can use the <a href="#">You Belong in PTA ready-made and customizable social media graphics</a>.</li> </ul>	5 minutes  30 minutes  20 minutes	<b>MUST</b>  <b>SHOULD</b>  <b>COULD</b>
2. Share your PTA’s successes from the first half of the school year in a variety of ways. <ul style="list-style-type: none"> <li>A. Share photos from 1 event or activity your PTA hosted from the first half of the school year on social media and impact it had on the community with an ask to join.</li> <li>B. <a href="#">Download the Midyear Status Letter/Email template</a> and be sure to:               <ul style="list-style-type: none"> <li>a. Personalize it by adding your PTA accomplishments and contributions so far this year,</li> <li>b. Thank your PTA members for joining, supporting or investing in the PTA mission,</li> </ul> </li> </ul>	10 minutes  20-30 minutes	<b>MUST</b>  <b>SHOULD</b>



<p>c. Thank all the people who have volunteered their time and talents to support the work of PTA and share member benefits,</p> <p>d. Share upcoming events.</p> <p>C. <a href="#">Download the Midyear Report Template</a> and be sure to:</p> <p>a. Add your PTA’s accomplishments, activities, events, outreach and/or meetings and its purpose/impact,</p> <p>b. Add photos of your PTA events/activities,</p> <p>c. Then share your report with businesses and community members who have supported your PTA/PTSA so that they can see the impact of their support. If they haven’t joined yet, ask them to join your PTA/PTSA, too.</p> <p>d. <a href="#">Sample report available for guidance</a></p>	<p>20-30 minutes</p>	<p><b>COULD</b></p>
<p>3. Celebrate your progress toward your membership goal— recognition of who has joined will help to attract even more support! Remember you set a membership goal in week 1 of section 1.</p> <p>A. Watch <a href="#">Membership Tip #14</a> and decide how you want to show your PTA membership growth visually.</p> <ul style="list-style-type: none"> <li>Here are some <a href="#">fun examples</a> of how PTAs show their membership growth!</li> </ul> <p>B. Post the newly created membership growth visual in more than 1 place (website, social media, car rider line, school lobby, school bulletin board, community center, etc.).</p> <p>C. If your PTA is participating in a state PTA membership challenge. Let your community know in a social media post that your PTA could win this recognition at the state level.</p>	<p>10 minutes</p> <p>20 minutes</p> <p>15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>

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

**Section 3: Week 2 activities coming January 16**