### Section 4: Week 1 Activities and Challenges

**Start your Membership Renewals Now!**

#### 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
--- | --- | ---
1. Streamline your PTA’s membership renewal **process**. It should be easy for someone to renew their membership.  
   - A. Set up a form to accept membership for next year.  
     - Paper form (word document)  
     - Online form (i.e. google form)  
     - Membership Platform - Contact your state PTA on how to set it up.  
     - **15 - 20 minutes**  
   - B. Create a QR code that directly links to your online or downloadable (pdf or Word) membership form and post the QR code everywhere asking members to renew.  
     - **15 minutes**  
   - C. Make your PTA’s renewal online or paper form quick to access on your website and/or social media channels to boost the likelihood that members renew. Start by adding your join link to National PTA website.  
     - **15 minutes**
2. Streamline membership renewal reminders and follow-ups.  
   - A. Set-up automatic membership renewal reminder emails 30 days before membership expires.  
     - **30 minutes**  
   - B. When a member re-enrolls, set up a follow-up receipt that includes a thank you, their member details and some language about their benefits.  
     - **20-30 minutes**
C. Celebrate Renewals. Share on social media this many members joined for next year with an ask for others to join as well.  

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3. Improve your membership renewal ASK by tying it to the value of PTA.  

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A. Use the [sample renewal letter/email](#) to recap your PTA’s events, resources provided and activities held for the year and be sure to ask your members to renew. Share in multiple ways - emails, social media and online.

B. Post the [PTA Membership Myth & Truth #6](#) square “Myth: PTA membership never expires. Truth: You need to join every year...” to ask members to renew now. Schedule this post every week till the end of the school year on all your social media channels.

C. Schedule 5 personal phone calls from your board and volunteers to your PTA members. A call can be a great way to show members that they’re valued.

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

**Section 4: Week 2 activities coming April 9**