



Section 1: Week 2 Activities and Challenges

Let's Grow Our PTA Family

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. The start of the school year is a perfect time for introducing the PTA to families. Use the "Welcome Back to PTA" PowerPoint Template to welcome families to the new school and PTA year! (Available in Spanish)</p> <p>A. Enhance your in-person or virtual Back to School event(s) with parts of the template.</p> <p>B. Record and share your welcome message using the template on social media and/or your website, including a link to join your PTA.</p> <p>C. Ask your principal to share the value your PTA brings to your school at staff meetings and school events. Watch this video for tips on building a stronger relationship with your principal.</p>	<p>20-30 minutes</p> <p>30 minutes</p> <p>40 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. Are you looking for more ways to speak about the value of PTA with people in your community? Download and Use Reasons You Belong resources, tools and templates to help you quickly and easily start a conversation on why they should join your PTA or PTSA! (Available in Spanish)</p> <p>A. Use the five-step guide to create your own PTA value message or watch this short video on how to build a value message.</p> <p>B. Download and use the Join PTA social media graphics with your value message to emphasize why join your PTA.</p>	<p>10-15 minutes</p> <p>15 minutes</p>	<p>MUST</p> <p>SHOULD</p>



<p>C. Download and use the customizable content flyers to share something your PTA/PTSA is planning to do this year.</p>	<p>15 minutes</p>	<p>COULD</p>
<p>D. Share with your community how your PTA, state PTA and National PTA are advocating at the local, state and federal level to improve the lives of all children and families.</p>	<p>15 minutes</p>	<p>COULD</p>
<p>3. Download 125 Ways to Increase Membership – a treasure-trove of ideas to keep recruiting all year long! (Available in Spanish)</p> <p>A. Look at the “General Outreach” section, is your PTA/PTSA doing the first two?</p> <p>B. Implement an additional two ideas from the “General Outreach” section. We have ideas for in-person, virtual or both.</p> <p>C. Implement an additional three ideas from other section(s) of the 125 Ways to Increase Membership.</p>	<p>5 minutes</p> <p>20 minutes</p> <p>30 minutes</p>	<p>MUST</p> <p>SHOULD</p> <p>COULD</p>

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

Week 3’s activities coming September 3