Support a PTA Near You
How to Use Guide

Graphic Purpose:
1. To grow and diversify membership by encouraging partners, community members, the public, etc. to engage more deeply with PTA by joining a PTA.
2. To make the ask more personal by connecting potential members to PTAs in their community and located nearby.

Why Use Graphics:
1. PTA leaders, staff and volunteers email, present to and engage with large numbers of the community.
2. We hear that a big reason for not joining, is not being asked, so let’s ask!
3. People want to join something they are more closely connected to (a PTA near them).
4. We all bear the responsibility of membership, yet we depend mostly on the local PTAs. Let’s support PTA by making the ask to join a PTA to all our connections!

How to Use Graphics:
Use these graphics and encourage other PTA leaders and staff at all levels to use the graphics in email signatures, PPT presentations, documents, etc.
There are two graphics, both link to the “Find A PTA” webpage.
- [https://member.pta.org/Run-Your-PTA/PTA-Lookup](https://member.pta.org/Run-Your-PTA/PTA-Lookup)
  - Graphic 1 – add this graphic, with embedded link, to your email signature.
  - Graphic 2 – add this graphic, with QR code, to all places where a hyperlink won’t work.
    - PPT, flyers, one-pagers, handouts, posters, etc.

Use these instructions for embedding links to an email signature in outlook:
- Open the image and right click to copy the graphic
- Then click on the “File” tab at the top of the page in Outlook
- Once you are in the file section of Outlook click on “options” (left side of the page)
- Next click “Mail” on the left side of the page that pops up
- On the right side of the pop-up page click on the action button/tab titled “Signatures....”
- Another pop-up box will appear and that is where you can paste the graphic under your name
- Right click on the graphic and select insert link
• Copy and paste https://member.pta.org/Run-Your-PTA/PTA-Lookup into the address line
• Click ok to close the hyperlink box
• Click OK at the bottom right of the page to close the signature box
• The graphic will appear in your email signatures and will link directly to https://member.pta.org/Run-Your-PTA/PTA-Lookup when clicked

Who Should Use Graphics:
• National PTA governance and staff
• State PTA leaders and staff
• District, council, and regional leaders (and staff if applicable)
• Local leaders

Examples:
• You ask a relative or close friend to join the PTA you are connected to; they live in another city. Why not ask them to join your PTA and a PTA near them? Now you can!
  o Having graphic 1 in your signature makes it easy for everyone you email to find a PTA near them!
• You are giving a presentation at a partner event, and you want to personally invite everyone in the room to support PTA by joining a PTA near them!
  o Having graphic 2 on a slide or handout makes it easy for everyone to find and join a PTA near them!