Graphic Purpose

1. To grow and diversify membership by encouraging those beyond the traditional member to engage more deeply with PTA by joining a PTA.
   1. Partners
   2. Community members
   3. General public

2. To make the ask more personal by connecting potential members to PTAs in their community and located nearby.

Click Here and Support a PTA Near YOU!

¡Haga clic aquí y apoye a la PTA más cercana!
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 - 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)
How to Use Graphics

Graphic 1 – Hyperlink
Add this graphic, with embedded link, to your email signature.

Example: You ask an out of town relative or close friend to join the PTA you are connected to. Why not ask them to join your PTA and a PTA near them? Having graphic 1 in your signature makes it easy!

Example: You work with a lot of partners. Ask them to join a PTA in their community. Having graphic 1 in your signature makes it easy!

Graphic 2 – QR Code
Add this graphic, with QR code, to PPT, flyers, one-pagers, handouts, posters, etc.

Example: You give a presentation at a partner event, and you want to personally invite everyone in the room to support a PTA by joining a PTA near them. Adding graphic 2 to your PPT slides makes it easy!

Example: You hang Reflections artwork in the state capital or at a national event and you want to have a way to encourage folks to join a PTA. Have graphic 2 visible and make it easy!
Here are the 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](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](https://member.pta.org/Run-Your-PTA/PTA-Lookup) when clicked
Who Should Use the Graphics?

National PTA Governance
State PTA Leaders
District, Council and Regional Leaders
Local leaders
National PTA Staff
State PTA Staff
District, Council and Regional Staff

YOU

Click Here and Support a PTA Near YOU!