

# Membership Dues Deal

Social Media Toolkit

**National**  
**PTA**<sup>®</sup>

*everychild. one voice.*<sup>®</sup>

## Overview

A dues increase will be voted on at the 2019 National Parent Teacher Association Convention & Expo. Regardless of the outcome, if you join or renew by August 31, 2019 you can take advantage of our current membership promotion. Both new members and renewing members will pay NEXT year's dues based on THIS year's pricing.

To help spread the word, there are several social media sample posts below. Feel free to customize these sample posts with your PTA's hashtags and website links. Following the sample posts are three pages, each with a sample image specific to a social media platform.

## Sample Posts – New Membership

- Parents who want to be more involved in their child's education and growth should look no further than their local PTA. New members can join now and only pay this year's dues price. Sale ends August 31 [Your PTA Link]
- New Membership Deal! Join PTA now at last year's pricing. Sale ends August 31 [Your PTA Link]

## Sample Posts – Membership Renewals

- Thank you for the dedication and compassion you pour into our school as a PTA member! Though the school year will change, National PTA is offering this year's dues price on all membership renewals. Sale ends August 31 [Your PTA Link]
- Avoid a dues increase! Renew your PTA membership now at last year's pricing. Sale ends August 31 [Your PTA Link]

## Sample Facebook Image



**Membership  
Deal**

Pay NEXT year's dues, but at THIS year's price!

**National  
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*everychild.onevoice.*

## Sample Twitter Image



## Sample Instagram Image

