

## **Organizing Your PTA Membership Drive**

1. By the start of the new school year, or in the very beginning of the new school year, your PTA executive board and association should approve your membership drive theme, budget and whether your PTA will use the electronic membership as well as the traditional envelope exchange. Your budget should include cost for envelopes if your PTA uses them, fliers if applicable, and prizes for individuals/classrooms who bring in the most memberships.
2. If you use envelopes, that order may have been placed in late spring or early summer by your PTA president. Please check with him or her.
3. If your PTA has determined to move forward with electronic leadership, you must complete a specific form which your council president can send to you, or it is available online at [capita.org](http://capita.org). To use the electronic membership, approval is needed from your executive board and association.
4. Membership cards will be given out at your council's first association meeting. The amount of cards your PTA receives is based on your PTA's membership count as of May 31, 2018 with an additional percentage for any increases. You can also print your own cards using the template at [capita.org](http://capita.org).
5. Your greatest resources for conducting your membership drive can be found on the California State PTA's website at [capita.org](http://capita.org). Go to "Running Your Program" then scroll down to "Membership and Marketing Your PTA." This is your "Membership Tool Box: New Ideas to Build Membership." Resources are written in Spanish and English. Everything you can imagine that you will need is there!!
6. Once your membership drive begins, money must be collected everyday, counted with a cash verification completed. Then the funds are immediately deposited. This money is not for your PTA to keep, so once the money is deposited, the amount specified by your council must be turned into the Council. The Council will send the membership funds to the Thirty-Fourth District PTA at Erin Hester, 27520 Sierra HWY, Unit H202, Canyon Country, CA 91351.
7. The California State PTA's membership theme is "Believe in Our Children, Believe in Our PTA" Your PTA may use that theme as well as create it's own theme, and/or you may use both themes.
8. Remember to set a membership goal for PTA. That can be last year's membership amount, plus or 100% of your student population - that's one member to one student.
9. Remember to ask your teachers to join. They are the 'T' in PTA. Ask your principal, staff, school board superintendent and school district staff to join your PTA.
10. If you have questions, concerns, or comments, please contact me, Sue Solomon, VP for Membership at [sue.34pta@gmail.com](mailto:sue.34pta@gmail.com), or 6610993-9514.