

Membership Drive 2020-2021

A campaign to increase membership through checkpoint incentives for units/councils/districts.



SEPTEMBER 2020

September 1, 2020 – Start your engines!

- Statewide kickoff via emails, social media and on our website.
- Enter your manual memberships into Totem or other electronic membership system if necessary.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.

CHECKPOINT #1 – DUE TO CAPTA BY SEPTEMBER 30, 2020 - Send your numeric goal and theme to membership@CAPTA.org. If you'd like to share photos of your flyers with your theme, we would love to see them. But this is not a requirement. All participants will receive a certificate to acknowledge your accomplishment.

OCTOBER 2020

CHECKPOINT #2 – DUE TO CAPTA BY OCTOBER 30, 2020 - "Ready, Set, Remit" Award – All PTA units that forward a minimum of 30 members to the California State PTA office through channels by October 30th will receive a certificate celebrating their success, and will be entered into a drawing for a PTA large banner for your school. Drawing to be held before November 15.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

NOVEMBER 2020

CHECKPOINT #3 – "Be Gr 8 ful" - All PTA units that forward a minimum of 8 members to the California State PTA office through channels by November 30th, 2020 will receive a digital postcard to celebrate your achievement. Postcards will be sent electronically no later than December 30th, 2020.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

DECEMBER 2020

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.

- Check your map. Meet with your Membership Committee to review your progress towards your goal.

JANUARY 2021

CHECKPOINT #4 – “Teachers Matter” – All PTA units with 100% Teacher Participation who submit a completed application by January 31, 2021 will be entered into a drawing for a PTA tablecloth for your school. (Application will be available in October 2020.) Drawing will be held no later than February 15th, 2021.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

FEBRUARY 2021

CHECKPOINT #5 – “Founder’s Day Resolution Challenge” – All PTA units that add at least 2 more members this February than you did last February will be entered into a drawing for a PTA tablecloth for your school. Memberships must be forwarded to the California State PTA office through channels by February 26th, 2021. Drawing will be held no later than March 15th, 2021.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

MARCH 2021

CHECKPOINT # 6 – “March Male Madness – Mighty 8” – All PTA units that add at least 8 more male members and submit a completed application by March 31, 2021 will be entered into a drawing for a PTA sandwich board sign for your school. (Application will be available on capta.org starting in November.) Drawing will be held no later than April 15th, 2021.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

APRIL 2021

CHECKPOINT # 7 – “Spring 4 ward” – All PTA units that increase their membership by at least 4 more by April 30, 2021 will be entered into a drawing for a large PTA banner for your school. Memberships must be forwarded to the California State PTA office through channels by April 30th, 2021. Drawing will be held no later than May 15th, 2021.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

MAY 2021

CHECKPOINT #8 – “Cinco de Mayo” Challenge –All PTA units that forward a minimum of 5 new members to the California State PTA office through channels by May 31, 2021 will be entered into a drawing for a PTA sandwich board sign for your school. Drawing will be held no later than June 15th, 2021.

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise). Ask for program ideas.
- Send out monthly membership emails and social media posts asking community to join.
- Check your map. Meet with your Membership Committee to review your progress towards your goal.

JUNE 2021

CHECKPOINT FINAL DESTINATION! - MAKE YOUR GOAL AND ALL 8 PRIOR CHECKPOINTS TO EARN YOUR MEMBERSHIP DRIVERS LICENSE. The membership drive challenge will end on June 15, 2021, and drivers licenses will be awarded by June 30, 2021. To be eligible for any of the prizes, a unit must be in good standing at the time of the prize drawings. Good luck and have fun!

- Remit manual and all non-TOTEM electronic memberships through proper channels.
- Attend and report results at association meeting (virtual or otherwise).
- Did you make your final destination?
- Celebrate your success!

Successful



PTA Drive



California State
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