

January 18, 2011

Dear Parents,

Our PTSA president Leasa Graves has asked me to forward a message to you from the national PTA. Please see below.

Sally Bimrose
Principal
Piner High School



www.capta.org



For children's sake, keep the focus on membership

Why join?



Charles Weis, Ph.D., Santa Clara County Superintendent of Schools, says:

"A PTA membership empowers parents to improve the education, health and welfare of children in their schools

A new year is a great time to reach out and continue to grow your PTA membership. January and February offer great opportunities; nationwide, close to 20 percent of PTA members join during these months.

Every member strengthens our voice to advocate at all levels of government and decision-making, from individual schools to the Capitol in Sacramento.

Here are three proven strategies to boost your membership efforts.

1. Founders Day celebrations in February often bring people together who may not have been asked yet to join your PTA. Make sure to include direct invitations to join in all your Founders Day announcements and events.

Bonus tip: Be sure to invite past Honorary Service Award recipients to these celebrations. For more on including and recognizing members, click [here](#).

2. Reach out to the families of students who will be attending your school next year. Make a presentation, with an invitation to join, at all parent orientation events.

and communities through access to a statewide voice. Join its call and help provide every child with every chance."

Share this quote as you ask parents and other community members to join your PTA.

Bonus tip: Signing up members now can help your nominating committee by widening the pool of potential board members for your PTA. To learn more, click [here](#).

3. Ask students to join, especially high school seniors who are eligible for California State PTA [scholarships](#). Applications are due Feb. 1.

Bonus tip: Highlight the many benefits of membership for students; learn more [here](#).

Fliers to customize for your membership campaign

Don't forget to use our new fliers to promote membership. These feature testimonials from PTA and other education leaders about the importance of being a PTA member. The fliers are available in [English](#) and in [Spanish](#), and they can be easily customized to include your PTA's contact information.

Share your successes

Please tell us about any membership strategies that have worked for your PTA. Click [here](#) to send us an e-mail, and we'll share your tips in future communications.

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