



Section 1: Week 1 Activities and Challenges

The 101 Checklist for National PTA Resources

Activity Priority

MUST

Do MUST activities first, as they are the building blocks to a strong and healthy PTA.

SHOULD

Look to do SHOULD activities after you complete all or most of the MUST activities.

COULD

Focus on the COULD activities when you have the capacity to go above and beyond. COULD activities have the potential to take your PTA to the next level.

Activity/Challenge 10 activities in less than 5 minutes each	Time	Priority
1. Complete your National PTA Profile by subscribing to National PTA newsletter/s to receive monthly/weekly updates with the latest tools, programs and training!	2 minutes	MUST
2. With a National PTA profile, you have access to Local Leader Kit to learn the basics of running your PTA. Encourage other leaders on your board to explore this toolkit. Each leader can find tools that align with their specific responsibilities.	5 minutes	MUST
3. With a National PTA profile, you have access to Thrive to take self-paced interactive courses to dive deeper on different membership topics and more. Explore Thrive and once you find 2 to 3 courses you like, look for an “Add to Queue” button. This will save the course to your queue for easy access later.	5 minutes	MUST
4. Join the PTA Local Leaders’ Facebook page AND Read tips for successful engagement with PTA Local Leader’s Facebook page	2 minutes 5 minutes	MUST SHOULD
5. Make joining as easy as possible. Check to see if your online join link is on the Find a PTA page and if not fill out the form online so it can get added	3 minutes	MUST



6. Create your own PTA logo . It's quick and easy! Brand everything you do so your community knows it is the PTA doing the work or providing the financial support.	5 minutes	MUST
7. Set a membership goal. If you write down a realistic goal, you are 42% more likely to accomplish it.	5 minutes	MUST
8. Create a Quick Call to Action to your welcome message or website homepage and/or newsletter: "Join our PTA community" or "Invest in our PTA community" and/or "Support our PTA community".	5 minutes	MUST
9. Has your board and committee(s) joined your PTA for the year? Make sure everyone is signed up today!	5 minutes	MUST
10. Explore 1 of the National PTA programs that you could implement this year (i.e. Reflections) to grow membership!	5 minutes	COULD

Have Questions? Email us at membership@pta.org.

Week 2's activities coming September 2nd