

Section 1: Week 3 Activities and Challenges

Make it Easy to Join

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	Time	Priority
<p>1. Offering an online join option? Now is the time to use all the tools available to you so, no matter what happens in the fall, you can stay connected to your community.</p> <p>A. Get the word out! Post the online form link and payment information everywhere—your PTA website, on Facebook, in PTA and school newsletters, online event registration, volunteer sign-ups, email the link out, add to your email signature so it goes to everyone you email!</p> <p>B. Have a paper form to join in addition to an online join option, and make sure it is available everywhere. Not everyone has internet access or is comfortable paying for membership online. Make sure all PTA board members and the school office have a supply on hand.</p> <p>C. Get the word out beyond your current membership—ask the school to include your online join link in their communications or in the Parent Resources section of their website.</p> <p>D. If your membership join site offers a communication tool, use it to connect with your members. Use it to share information like upcoming meetings, programs in the works, volunteer opportunities in this school year.</p>	<p>10-15 minutes</p> <p>10 minutes</p> <p>10 minutes</p> <p>20-30 minutes</p>	<p>MUST</p> <p>MUST</p> <p>SHOULD</p> <p>COULD</p>
<p>2. The easiest way to ask people to join your PTA is to tie that invitation to a demonstration of the value you bring to your community. Invite all community members and businesses to join your PTA with the Back to School, Back to PTA/PTSA Invitation Email/Letter. (Available in Spanish).</p>		

A. Download & customize the Back to School, Back to PTA/PTSA email/letter template with your PTA contributions and upcoming PTA events. B. Email the letter to all community members and businesses who have supported your PTA/PTSA in the past. C. Print the letter to put in every child's send home materials.	15-30 minutes 15 minutes 30 minutes	MUST SHOULD COULD
3. Create a QR Code to make it easy as possible to join your PTA. A. Watch this short video tutorial to learn how to create a QR code and create a basic QR code in less than a minute. B. Post the QR code in 3 places in your community (signs at all your PTA and school events, put it on your social media, on any flyers that are sent home, on signs around the school or even on business cards for your PTA) C. Make your QR code fun by adding your PTA logo and using the PTA colors .	7 minutes 15-30 minutes 10 minutes	MUST SHOULD COULD
4. Looking for additional ideas to Make Joining PTA Easy? Check out this article for some ideas!	15 minutes	COULD
5. Enroll in a free e-learning course called 5 Different Ways to Make a Membership Ask . Make the "Ask" less overwhelming and give everyone the opportunity to support the mission.	20 minutes	SHOULD

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

Week 4's activities coming September 16