



## Section 2: Week 2 Activities and Challenges

### Showing the Value of PTA: Brand and Market your PTA

#### 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><b>1. Grow your online presence.</b> One of the most effective ways to increase membership is to grow your online presence. Online communication is a convenient way to connect with your community.</p> <p>A. Watch <a href="#">PTA Online Presence</a> video and implement 1 new thing you learned to improve your PTA's online presence.</p> <p>B. Audit your PTA's online presence using the <a href="#">Online Presence Audit worksheet</a>.</p> <p>C. Check out the communications section of the <a href="#">Local Leader Kit</a> and use one of the many resources (i.e., branding, website, social media, media, photos, etc.) for PTA leaders.</p>	<p>10 minutes</p> <p>10 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p><b>2. Heighten your PTA brand awareness in your community.</b> Don't assume everyone knows what PTA is or does. Research shows that one of the reasons people don't join the PTA is that they don't know what the PTA is. Once people learn about what PTA is and its role, they want to join PTA and support its work.</p> <p>A. No time to create your own social media graphics? No problem, use ready-made, customizable <a href="#">You Belong in PTA social media graphics</a> as advertisements on your social media page(s) or website.</p> <p>B. Share your <a href="#">PTA logo</a> on social media using one of the social media resources in the Membership Campaign Materials (<a href="#">English</a> and <a href="#">Spanish</a>) with an ask to support your PTA. Tag @nationalpta and your state PTA and add the #HowWePTA.</p> <p>C. Looking for easy-to-design graphics to promote your PTA online? Try the <a href="#">Canva Templates to Grow PTA Membership</a> or use Canva to develop your own. Canva offers its <a href="#">premium version free to registered nonprofits</a>, like your PTA.</p>	<p>5-10 minutes</p> <p>10-15 minutes</p> <p>20 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p><b>3. Brag about all your PTA-sponsored events and/or programs</b> to show your PTA value and grow your membership.</p>		



<p>A. If your PTA hosts an event like STEM night or Reflections, make or <a href="#">buy PTA-branded signage</a>, such as stickers, banners, posters, etc., that say <i>“This program or event is made possible by your PTA.”</i> If your PTA covered the cost of an improvement at your school, you could also get a great sign for that. Ensure that you can use the signage for years to come, so avoid putting a date on it.</p> <p>B. If you are partnering with another organization, or a business is sponsoring one of your PTA programs, acknowledge the partner or business on your social media page with an ask to join your PTA. Make sure to tag them in the post, as this ensures your post reaches others in your community.</p>	<p>15 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>
<p><b>4. Help people understand how their <b>membership adds to our collective voice</b> to advocate for all children.</b></p> <p>A. Share the ways your PTA has advocated for the students, staff, or families in your school on your social media page (i.e., strengthening school safety, addressing food insecurities, safeguarding funding for key programs such as Title I, increasing state funding, bringing in academic events, etc.) with an ask to support your PTA by becoming a member.</p> <p>B. Educate your school and community that National PTA is <a href="#">currently advocating</a> for safer and more supportive schools, stronger family-school partnerships, and strengthened digital safety policies by sharing these ongoing advocacy efforts on your PTA’s social media page with an ask to invest in PTA.</p>	<p>10 minutes</p> <p>10 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>
<p><b>5. Brag about PTA’s investment in family engagement to grow your PTA’s membership.</b> The <a href="#">Center for Family Engagement</a> brings you the latest research and resources on how parents can support their child’s and school’s success.</p> <p>A. Take photos of your in-person, virtual, and/or hybrid events. Post them online (<a href="#">make sure you get permission</a>) to show your PTA is a welcoming, fun and caring environment for all families. Of course, include an invitation for others to join your PTA. Use #HowWePTA on social media.</p> <p>B. Invite your community via email or social media to support/invest in the work of PTA. The National Standards for Family School Partnership have transformed family engagement across the country for over 20 years. <a href="#">The Standards</a> give can your schools guidance in six key principles including welcoming all families, supporting student success and collaborating with community. Use #HowWePTA on social media.</p>	<p>10 minutes</p> <p>10-15 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>

Have Questions? Email us at [membership@pta.org](mailto:membership@pta.org).

**Section 2: Week 3 activities coming October 21**