



## Section 2: Week 3 Activities and Challenges

### Engage All Families including Students

#### 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. Try these ideas to engage the different families in your community.</p> <p>A. Make sure people know that they can join PTA <u>without volunteering</u>. Publish two (2) social media posts in the next two weeks, indicating that PTA needs their support by just joining.</p> <p>B. Assess upcoming PTA events, meetings, and activities to see how many are family friendly. Make a few simple tweaks and see if you can make them more family friendly. Including food, activities for all ages and/or something fun are simple ways to ensure inclusiveness. And of course, have a membership table and personally ask everyone in attendance to join!</p> <p>C. Make sure your PTA is at community events (e.g., county fairs, local parades, countywide meetings, etc.) with talking points, a poster or handout flyer showing your impact. Offer a way for people to join the PTA on the spot.</p>	<p>5 minutes</p> <p>20 minutes</p> <p>20 - 60 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p> <p><b>COULD</b></p>
<p>2. Communicate based on the cultural norms and priorities of your community. Our school communities are made up of students and families that use a diverse range of languages and communication styles.</p> <p>A. Watch "<a href="#">Let's Talk about Language Inclusivity</a>" to help your PTA identify the diverse language needs of your community and talk to your school administration to connect you to language resources.</p> <p><i>Here are a few ideas regarding translating ...</i></p>	<p>10 minutes</p> <p>30 minutes</p>	<p><b>MUST</b></p> <p><b>SHOULD</b></p>





<p>B. Share 1 - 2 resources you found particularly helpful on Career Readiness or College Readiness on your PTA's social media .</p>	<p>10 minutes</p>	<p><b>SHOULD</b></p>
<p>C. Share 1 new resource you found particularly helpful on the Career Readiness or College Readiness pages on your PTA's social media each month till the end of the school.</p>	<p>15-20 minutes</p>	<p><b>COULD</b></p>

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

**Week 4's activities coming October 28**