Membership:
the RIGHT Way to PTA!
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National PTA
Vice-President for Membership
How about YOU?

Please put your name and your PTA in the chatbox!
Our Agenda

Let’s talk Membership
No Wrong Way to PTA
Why does it matter?
Resources – so many!
Your turn!
We’re Celebrating 125 Years!!

Membership is NOW!

Where to start?
Let’s talk nuts and bolts of membership!

- Recruit
- Retain
- Renew
- Reinvigorate!
- Reward your members – and yourselves!
Membership Marketing Campaign:

There’s No Wrong Way to PTA!
Why does it matter?

Local PTAs – the core of PTA

District/Region/Council PTAs – leadership & vital support

State PTAs – leadership, state-wide context & support

National PTA – leadership, resources & support
National PTA Resources

NOTES FROM THE BACKPACK

HEALTHY MINDS MINISERIES

COMING MAY 12TH

LISTEN ON

School of Excellence

PTA.org/Excellence

ZOOMING INTO MEMBERSHIP

VIRTUAL EVENTS

INVEST JOIN ADVOCATE CHAMPION CONNECT PROTECT

#PTAConLive21
Questions? And for more conversation please join us in the Membership Meetup - next!
Thank you for all you do for children, families, schools and communities in Maryland!