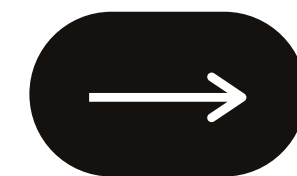




**FREE STATE PTA
CON LIVE
AUGUST 12-14, 2021**

**Membership:
the RIGHT Way to PTA!**





Alison Turner

National PTA

Vice-President for Membership

How about YOU?

**Please put your name and your PTA
in the chatbox!**

Our Agenda

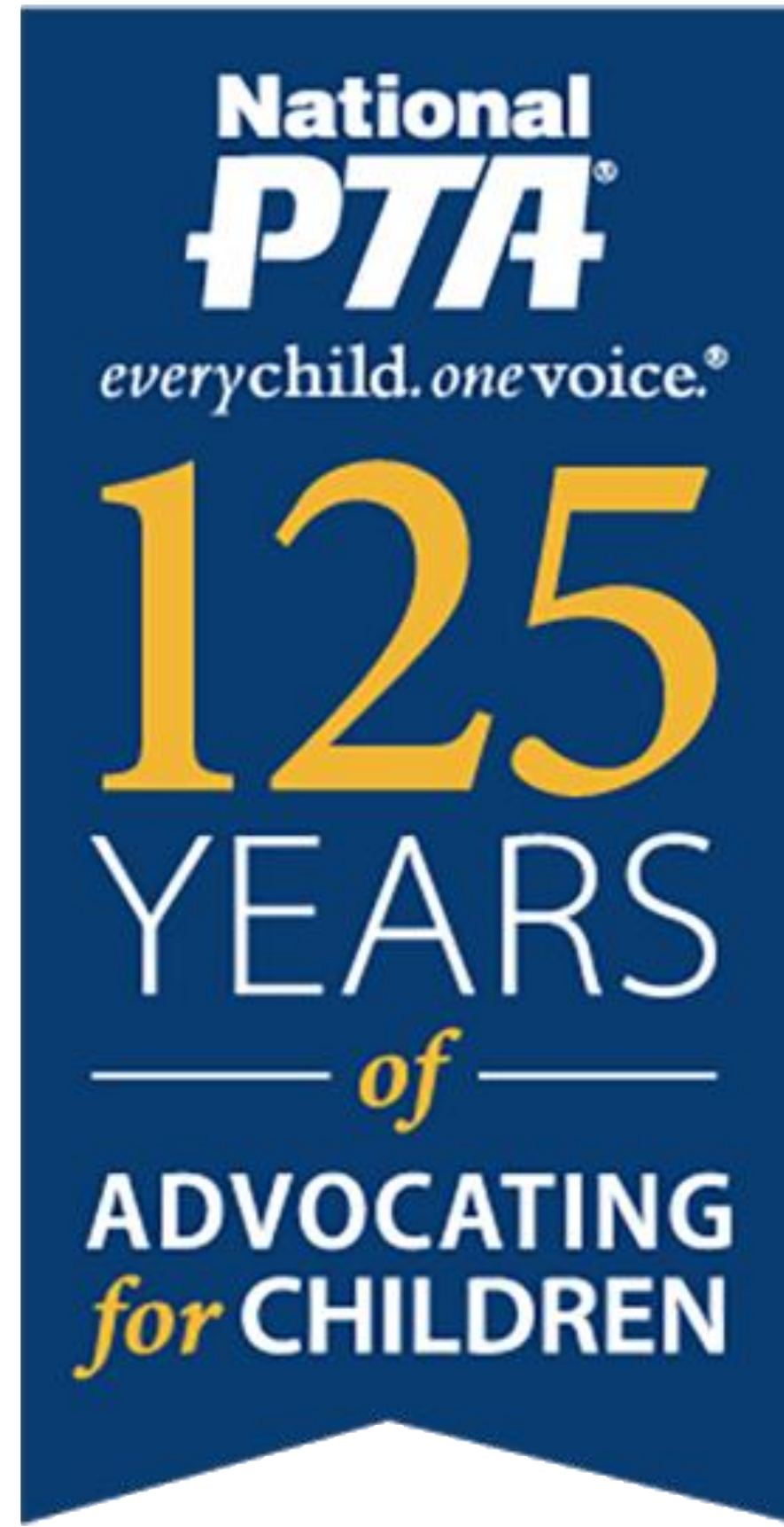
Let's talk Membership

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!



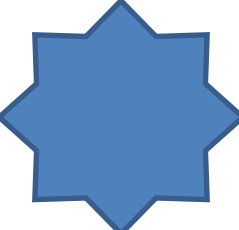
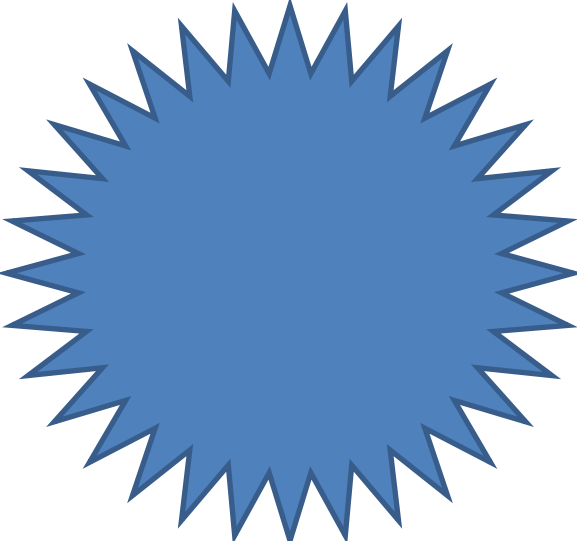
Why does it matter?

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
A PTA Podcast

National PTA
everychild.onevoice®

HEALTHY MINDS
MINISERIES

COMING May 12TH

LISTEN ON

Spotify, Apple Podcasts, Amazon Music, YouTube Music, Google Play Music, Pandora, iHeartRadio, TuneIn

Illustration of a green backpack with papers flying out, a microphone, and various listening platform icons.

PTA[®]
CONNECTED

Take Charge of Your Digital Life

The logo features the word 'CONNECTED' in large, colorful letters with a speech bubble icon in the 'O' and a location pin icon in the 'D'.

Our Child

Help Your Child Learn How to Learn

OUR CHILDREN

Latest Articles

Illustration of a magazine cover with a child and a tablet displaying the website interface.

National PTA
everychild.onevoice.®

School of Excellence
ENROLL NOW!

PTA

PTA.org/Excellence

Illustration of a tree inside a circular frame with a ribbon, set against a yellow and blue background.

Membership Campaign Implementation

PTA FOR YOUR CHILD

MEMBERSHIP CAMPAIGN TOOLKIT

INVEST FOR YOUR CHILD

JOIN FOR YOUR CHILD

ADVOCATE FOR YOUR CHILD

CHAMPION FOR YOUR CHILD

ACT FOR YOUR CHILD

GUIDE FOR YOUR CHILD

PROTECT FOR YOUR CHILD

CONNECT FOR YOUR CHILD

FUN ACTIVITIES

FUND ACTIVITIES

SOCIAL CLUB

SOCIAL STUDIES

SCHOOL SUPPLIES

SCHOOL SAFETY

TEACHER APPRECIATION

TEACHER GRANTS

Illustration of various PTA resource materials including toolkits, activity guides, and informational brochures.

ZOOMING INTO MEMBERSHIP

VIRTUAL EVENTS

INVEST JOIN ADVOCATE CHAMPION CONNECT PROTECT

#PTAConLive21

CONNECT

CHAMPION

JOIN

PROTECT

ENGAGE

UNITE

THERE IS NO WRONG WAY TO PTA

National
PTA[®]
everychild.one voice.[®]

GUIDE

VOLUNTEER

INVEST

NURTURE

ADVOCATE

ACT



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!**