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CALIFORNIA STATE PTA ONLINE NEWSLETTER  
August 2007

**As the school year begins, your PTA unit will be launching a membership drive.**

Here are **three things** to keep in mind:

- 1. Plan a membership drive that is fun, inviting to everyone, and relevant to your community.**
- 2. Don't let the educators at your school forget that the T in PTA stands for Teachers**, and that you want them to be active members of the PTA (along with everyone else on the staff!) Remind teachers that informed, actively involved parents are their partners in the achievement of the students and the success of the school.
- 3. Follow PTA procedures** for collecting dues, distributing membership cards, and submitting membership information through the Online Membership Data Reporting (OMDR) system.

## **Need Help?**

We've put together ideas and resources you need to get started:

- **OMDR, the PTA's Online Membership Data Resource**, is designed to help you manage your membership data and communications.  
**Sign up for training on OMDR via "webinars":**  
<https://registration.intercall.com/go/nationalpta>
- **Use the Membership Marketing Templates in your Back-to-School kit.**  
<http://tinyurl.com/2kd5th> Your open house is a great time to make a positive first impression about your PTA and a great time to pull out your Back-to-School Kit.
- **Make a calendar** with all the events and programs for the year to hand out to parents. <http://tinyurl.com/2ldx4e>

- **Create a poster** showing what your PTA has accomplished over the past year. Include programs such as Reflections, special events, and community projects.
- [A Good Invitation Letter](#)
- [Membership Ideas \[pdf\]](#)
- [Membership Basics \[pdf\]](#)
- [Teachers R the T in PTA \[pdf\]](#)
- [Talking to Potential Members](#)

**Ask each person to join!**

Most people don't join PTA because they were never asked.

**Looking for more ideas?**

Visit the [Great Idea Bank](#) to learn what other PTAs are doing to help welcome parents to their PTA. [http://www.pta.org/local\\_leader/idea/](http://www.pta.org/local_leader/idea/)

**You can find more help on the California State PTA web site**

[www.capta.org](http://www.capta.org)

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