



## 21-In-21 Membership Challenge

Every PTA unit who adds 21 new members between October 21, 2021 and November 21, 2021 will meet the 21 in 21 challenge and be eligible to win prizes. The deadline is November 21, 2021.

### Oct. 21 – Nov. 21 Membership Challenge Ideas

Monday	Tuesday	Wednesday	Thursday	Friday/Saturday/Sunday
			21 Time to start the challenge!	22 Create a “member tree” in the front hallway of the school building. Put members’ names on the leaves (teacher members can be apples).
25 Every member gets a member! Challenge current members to share the PTA values and personally ask others to join.	26 Include a link or QR code to join on all PTA communications, and if possible, school communications.	27 Create a bulletin board in the school lobby with PTA materials, like events, newsletters, membership QR code/link, photos, etc.	28 Post signs at the carpool line that tell the PTA value and share flyers directly with parents in carpool.	29 Offer a teacher/staff luncheon if you reach 100% PTA memberships for teachers/staff.
1 Place “Join PTA” signs and membership forms with a link to join or QR code around the school.	2 Balance PTA meetings with fun and educational events like a Talent Show, Career Day, Heritage Night, Math Night, Science Festival, etc.	3 Use your social media channels, newsletters, websites, auto-calls, texting apps, and post in the school and community buildings.	4 Make sure your board represents the community you serve - diverse and inclusive.	5 Put info in the teachers’ school mailboxes about why PTA needs to keep the “T” in PTA with a link/QR code to join.
8 Ask people to join your PTA via phone or personalized email.	9 Send information more than once and in different languages, as needed.	10 Give a short PTA update at staff meetings—live, virtual or recorded.	11 Ask people to join your PTA via Social Media.	12 Host a PTA dance for students and families to bring together the school and PTA community.
15 Hold a membership contest between classes or grade levels.	16 Have members of your board personally tell each teacher/staff how valuable their support is and invite them to join PTA.	17 Offer parent education workshops, such as: helping your student with homework, internet safety, applying for college, etc.	18 Send personalized thank you emails to all teachers/staff who join.	19 <a href="#">Complete this form</a> when your PTA has completed this challenge.