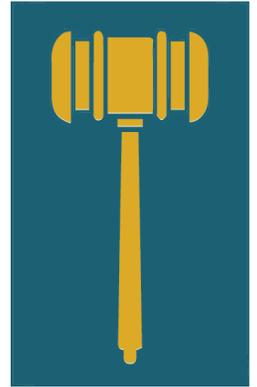


INTRODUCTION

Today, PTA's role is more important than ever in connecting parents, teachers, and administrators and supporting critical school needs. One goal of PTA is to make visible its often invisible work by highlighting the value and impact of PTA on individual children and emphasizing that membership involves as much or as little time as one has to offer.

Membership is the foundation of PTA. As membership chair, you are the one most responsible for enrolling as many new members as possible for PTA. Yours is one of the most important duties in the entire organization, for nothing can happen without members. Membership is open to anyone who believes in the National PTA Mission and Purposes. PTA is committed to being inclusive in its efforts to represent and assist all who nurture and educate children. It not only welcomes but actively seeks in its membership the widest diversity of cultures, races, ethnicities, creeds, and economic and educational statuses. National PTA is the largest and oldest nonprofit, volunteer, child-advocacy organization in the country. Its purpose is to make better lives for all children and youth. Because the membership of the PTA comes from such geographically, culturally, and economically diverse backgrounds, this organization has the true potential to help every child.



This Membership Toolkit outlines how to best communicate about the value of PTA membership. This campaign is built to bolster your existing membership recruitment work with consistent messaging and customizable, dynamic visuals to use in emails, on your website, and on social media channels. Visit [PTA.org](https://www.pta.org) and select Membership Resources under the “Run Your PTA” menu for graphics, resources, and documentation. We cannot thank you enough for the work you do on behalf of PTA. This new campaign theme will increase membership and allow you to build on the important work you are doing!