



**1 TELL US YOUR THEME & GOAL**

Any PTA unit, council, or district that forwards their membership theme for the 2023-2024 membership year, along with a membership goal that reflects an increase over their final membership total from 2022-2023, will receive a digital badge and be recognized through California State PTA social media platforms. No application is required; email info to: [membership@capta.org](mailto:membership@capta.org) Due Date: 9/30/23.

**2 100 IN 100**

All PTA units that forward a minimum of 100 members on or before the 100th day of the 2023-2024 PTA term will receive a digital badge, recognition at Convention and on California State PTA social media platforms, and a ribbon at the 2024 California State PTA Convention. No application is required. Due Date: 10/9/23.

**3 READY, SET, REMIT**

All PTA units that forward a minimum of 30 members or before the deadline will receive a certificate celebrating their success and a digital badge and will be recognized on California State PTA social media platforms. No application is required. Due Date: 10/31/23

**4 100% TEACHERS**

All PTA units that achieve 100% teacher membership and forward their membership on or before the deadline will receive a digital badge and will be recognized on California State PTA social media platforms. Application is required. Due Date: 11/30/23.

**5 HALFWAY THERE AWARD**

This award is given to local PTAs that have forwarded membership totals equal to or greater than their entire membership total for the 2022-23 year based on the December 2023 CAPTA Membership Report. No application is required. Unit PTAs will receive a digital badge and be recognized on California State PTA social media platforms. Due Date: 12/31/23.

**6 10% STUDENT MEMBERSHIP**

This award is given to local PTAs that have forwarded membership totals of at least 10% student members of total student enrollment. Application is required. Units will receive a digital badge, be entered into a prize drawing, and will be recognized on California State PTA social media platforms. Due Date: 1/31/24

**7 FOUNDERS' DAY MEMBERSHIP CHALLENGE**

PTA Founders' Day is February 17. Any unit that submits 17 new memberships for the month of February will earn a digital badge and recognition on California State PTA social media platforms. No application is required. Date: 2/29/24.

**8 MEMBERSHIP MARCH**

Units that increase membership over their 2022-2023 membership total will earn one of the following awards: Bronze: 1-33% increase, Silver: 34-66% increase, Gold: 67-100% increase. Each unit will receive a digital badge indicating their award level and will receive recognition on California State PTA social media platforms. No application is required. Due Date: 3/31/2024

**9 BEST IN 5 AWARD**

Any PTA unit, council, or district with a membership total on or before the deadline that is higher than the largest year-end total since the 2019-2020 membership year will be awarded a digital badge, will be recognized on California State PTA social media platforms, and will receive a recognition ribbon at the 2024 California State PTA Convention. No application is required. Due Date: 3/31/24.

**10 5 FOR 500**

Any PTA unit, council, or district earning 5 of the incentives above on or before the deadline will be entered in a drawing to receive a \$500 cash award. They will also receive a digital badge and be recognized on California State PTA social media platforms. No application is required. Due Date: 4/15/24

CALIFORNIA STATE PTA

**MEMBERSHIP ROAD MAP**

*path to a million - make a difference*

California State  
**PTA**  
everychild.onevoice®

