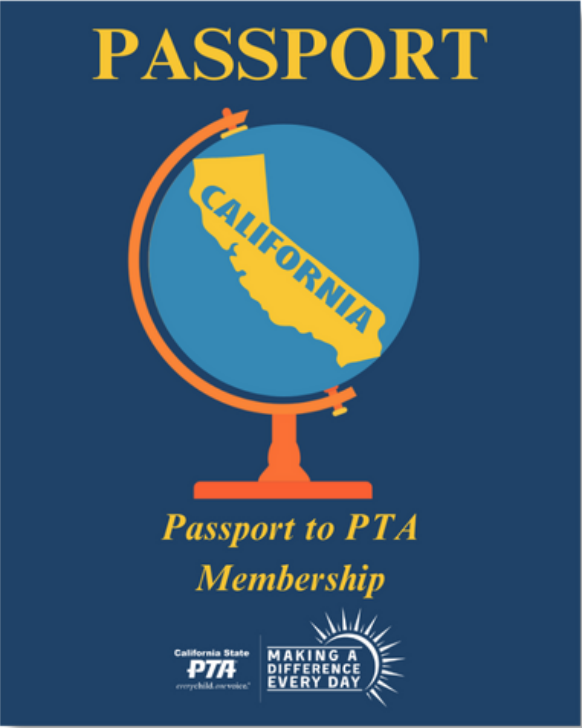




Start Your 2024-2025
California State PTA

MEMBERSHIP JOURNEY



THE CHALLENGE

How Many Passport
Stamps Can You Get?

TELL US YOUR THEME AND GOAL

All PTA units that forward* their membership theme for the 2024-2025 membership year, along with a membership goal that reflects an increase over their final membership total from 2023-2024, on or before the deadline, will receive a digital badge celebrating their success and be recognized through California State PTA social media platforms. **Application is required. Due Date: 9/30/24**

100 DAYS & 100+ MEMBERS STRONG

All PTA units that forward* a minimum of 100 members on or before the 100th day of the 2024-2025 PTA term will receive a digital badge, be recognized on California State PTA social media platforms, and receive a ribbon at the annual Convention. **No application is required. Due Date: 10/9/24**

READY, SET, REMIT

All PTA units that forward* a minimum of 30 members on or before the deadline will receive a digital badge and be recognized on California State PTA social media platforms. **No application is required. Due Date: 10/30/24**

100% TEACHER MEMBERSHIP

All PTA units that achieve 100% teacher members and forward* their membership on or before the deadline will receive a digital badge and be recognized on California State PTA social media platforms. **Application is required. Due Date: 11/30/24**

HALFWAY THERE AWARD

This award is given to PTA units that have forwarded* membership totals equal to or greater than their entire membership total for the 2023-2024 PTA term based on the December 2024 California State PTA Membership Report. PTA units will receive a digital badge and be recognized on California State PTA social media platforms. **No application is required. Due Date: 12/31/24**

10% STUDENT MEMBERSHIP

This award is given to PTA units that have forwarded* student membership totals of at least 10% of total student enrollment (based on average daily attendance) on or before the deadline. PTA units will receive a digital badge and be recognized on California State PTA social media platforms. **Application is required. Due Date: 1/31/25**

FOUNDERS' DAY MEMBERSHIP CHALLENGE

PTA Founders' Day is February 17. In celebration of our organization's founding members, we're challenging you to spread awareness beyond your typical campus reach. Whether it be a neighbor, friend, or small local business - anyone can join PTA and support your unit! Share your success stories and your thinking strategy for seeking hidden members on or before the deadline. PTA units will earn a digital badge and be recognized on California State PTA social media platforms. **Application is required. Due Date: 2/28/25**

MEMBERSHIP MARCH

PTA units that increase membership over their 2023-2024 membership total will earn one of the following awards: **Bronze:** 1-33% increase; **Silver:** 34-66% increase; and **Gold:** 67-100% increase. Each unit will receive a digital badge indicating their award level and be recognized on California State PTA social media platforms. **No application is required. Due Date: 3/31/2025**

5 FOR \$500

Any PTA unit 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: 4/15/25**

*Membership must reach the California State PTA office by the deadline. Visit capta.org/membership-passport for application details.

