**2021-2022 Year End Membership**

67,202 members (152.81% higher than 2020-21)

Through channels: 39,484 (58.8%) (was 48.7% in 20-21)

Totem: 27,718 (41.2%) (was 51.3% in 20-21)

Total Membership by council (% increase over 20-21)(Through channels%/Totem%):

| Council | 2021-22 total membership | % increase over 2020-21 | % from Totem |
| --- | --- | --- | --- |
| First District | 67,202 | 153% | 41.2% |
| Alhambra | 2,679 | 141% | 61.8% |
| Arcadia | 7,597 | 143% | 5.3% |
| Bassett | 746 | 449% | 2.5% |
| Bonita | 3,218 | 165% | 80.0% |
| Burbank | 5,889 | 134% | 81.0% |
| Charter Oak | 1,167 | 180% | 44.6% |
| Covina-Valley | 6,380 | 257% | 25.8% |
| El Monte | 760 | 169% | 16.1% |
| Garvey | 1,530 | 276% | 29.8% |
| Glendale | 8,959 | 140% | 51.3% |
| Glendora | 2,728 | 159% | 58.5% |
| La Cañada | 2,037 | 121% | N/A |
| Monrovia | 2,466 | 143% | 43.3% |
| Out of Council | 1,758 | 152% | 48.0% |
| Pasadena | 4,696 | 156% | 70.3% |
| Pomona | 1,120 | 178% | 28.7% |
| Rosemead | 981 | 333% | 7.6% |
| Rowland | 1,717 | 316% | 26.6% |
| San Marino | 2,275 | 99% | N/A |
| South Pasadena | 2,824 | 96% | 26.5% |
| Temple City | 1,758 | 146% | 81.1% |
| West Covina | 3,628 | 151% | 29.3% |
| Z | 279 | 263% | 19.7% |

An email was sent to all council and OOC unit membership VPs/chairs and presidents with reminders to include membership information with the materials for audit. CAPTA’s membership reports for 2021-22 can be found [here](https://drive.google.com/drive/folders/1u2yRoYfEjas_wGpZBwD_TZ9yQ_4OedxJ?usp=sharing) or via QR code below, divided by council. Please make sure your membership records align with CAPTA’s reports, and report any discrepancies to Kitty Cahalan, First District VP membership, at [membership@pta1.org](mailto:membership@pta1.org).



**2022-2023 Membership**

**2022-23 Theme:** Together We Grow



**First District Membership Goal:** 70,000 members - this translates to every First District unit getting *10 members more* in 2022-23 than they had in 2021-22.

**Tell us your membership theme!** Complete [this form](https://forms.gle/gsY4ALv9x5LSK8wr6) (link or QR code below) by November 1, 2022, and we will shout out your membership theme on our social media!



**Monthly Awards:** The following two membership challenge categories will be recognized *monthly* starting in September with a potted plant as the prize for the winners:

Bumper Crop Trophy

Council and out of council unit that each have the greatest overall membership so far that year compared to 2021-22 final membership

Yield Per Acre Trophy

Council and out of council unit that each have the greatest percentage of membership relative to 2021-22 enrollment

**Annual awards:** The following are the annual incentive challenges that will earn certificates at the Annual Awards meeting on April 24, 2023:

Yield Award

Unit has at least 10 more members than they did in 2021-22.

*Final due date for through-channels membership submissions to qualify for award: April 1, 2023*

Full Harvest Award

2022-23 Membership is 100% of school’s 2021-22 enrollment

*Final due date for through-channels membership submissions to qualify for award: April 1, 2023*

Gardener Award

Unit has 100% of classroom-assigned teachers as 2022-23 members of that unit. Requires principal verification. Please follow instructions on [this form](https://tinyurl.com/5h48ycpu) (link or QR code below) and email a copy of the form to membership@pta1.org by April 1, 2023. Units meeting this challenge will receive a certificate at annual awards meeting plus a gift from the CAPTA ShopPTA.com store.

*Submit copy of principal-signed form (link above or QR code below) no later than: April 1, 2023*

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Drip Irrigation Award

Every month from September 2022 through March 2023, the council or out-of-council unit has submitted membership payments, or, if that month there are no through-channels memberships to submit, a report is sent to the First District office verifying no payments to submit.

*Final report due date: April 1, 2023*

Repotting Award

Unit or council joined Totem for the first time

*Totem onboarding must be completed by April 1, 2023*

WINTER CHALLENGE:

Cross Pollination Award

Between January 1 and February 28, 2023, unit signs up 10 members who are not current parents, students or staff/faculty at that school. Fill out [this form](https://forms.gle/h1AG9wsADTLNUcPr9) (or use QR code below) to list the 10 or more members who joined your unit who qualify. Note that this challenge is verified on the honor system!

*Final due date for through-channels membership submissions to qualify for award and form submission: April 1, 2023*

**

**Council and Out of Council Overall 2022-2023 Trophies**

Bumper Crop Trophy

The council and the out-of-council unit that each had the greatest percentage of membership relative to their 2021-22 membership

*Final due date for through-channels membership submissions to qualify for award: April 1, 2023*

Greatest Yield Per Acre Trophy

The council and the out of council unit that had greatest percentage of membership relative to enrollment.

*Final due date for through-channels membership submissions to qualify for award: April 1, 2023*

A flyer that contains all of First District PTA’s membership challenges can be found [here](https://drive.google.com/file/d/1iw_SHPlQ6ILzRJ3Zi0W9-jiwaWs5AGlK/view?usp=sharing) or via QR code below.(Note: The printed flyer at the 8/22/22 meeting may have an error in the link to the “Tell us your theme” award form. This version has been corrected.)



**CAPTA Membership Incentives for 2022-23**

Printable graphic from CAPTA is available [here](https://capta.org/wp-content/uploads/2022/07/Tentative_202223_MSC_map.pdf) or via QR code below (note: Graphic does not include First District due dates, which may differ from CAPTA’s).



1. Tell Us Your Theme and Goal

Any PTA unit, council, or district that forwards their Membership theme for the 2022-2023 membership year, along with a membership goal that reflects an increase over their final membership total from 2021-2022, will be recognized through California State PTA social media platforms. No application is required; email info to: membership@capta.org CAPTA Tentative Due Date: 9/30/22 (No First District date as responses go directly to CAPTA)

2. 100 in 100

All PTA units that forward a minimum of 100 members through channels on or before the 100th day of the 2022-2023 PTA term will receive a certificate and a badge ribbon at the convention. No application is required. *First District Due Date: 10/3/22*

3. Ready, Set, Remit

All PTA units that forward a minimum of 30 members through channels on or before the deadline will receive a certificate celebrating their success and will be recognized on California State PTA social media platforms. No application is required. *First District Due Date: 10/15/22.*

4. Halfway There Award

This award is given to local PTAs that have forwarded membership totals through channels equal to or greater than their entire membership total for the 2021-22 year based on the December 2022 CAPTA Membership Report. No application is required. *First District Due Date: 12/12/22.*

5. 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 certificate and recognition on California State PTA social media platforms. No application is required. *First District Due Date: 2/21/23*

6. 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 2018-2019 membership year will be awarded a certificate of recognition and entered into a drawing to receive a $500 cash award. All units, councils, and districts that qualify for the Best in 5 Award will receive a recognition ribbon at the 2023 California State PTA Convention. No application is required. *First District Due Date: 3/27/23*

7. Membership Marvel Award

Units that increase membership over their 2021-2022 membership total will earn the following award:

Bronze: 1-24%

Silver: 25-49%

Gold: 50-74%

Platinum: 75-100%

Each unit will receive a certificate of recognition. Units earning the silver, gold, or platinum award will receive a Membership Marvel pin for their unit’s membership chair. No application is required. *First District Due Date:: 4/27/23*

**Monthly Reports from CAPTA**

Reports sent to First District from CAPTA that reflect all through-channels and Totem (aka “e-member”) payments received by CAPTA can be found [here](https://drive.google.com/drive/folders/1Au4v4NMb0JZ9TUu-xbac2XVxJ0tsqN0k?usp=sharing) or via QR code below, sorted in folders by council. These are updated between the 8th and the 15th of the following month. Please use these reports to verify that your unit and council records match CAPTA’s.



**Membership Promotion Materials**

Promotional materials created by First District, CAPTA and National PTA can be found [here](https://drive.google.com/drive/folders/18nZx2goVZUnDUwz4Nt44espI1rEJUwpn?usp=sharing), or via QR code below. Check back for new materials as CAPTA updates their membership packets early this fall!



**First District Membership As of Friday, August 19, 2022:**

Totem: 14,576

Through-Channels: 88

Total: 14,664: 21% of our 70,000 goal for 2022-23 !