

CAPTA Membership Incentives for 2022-23

Printable graphic available here: https://capta.org/wp-content/uploads/2022/07/Tentative_202223_MSC_map.pdf

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