

# MEMBERSHIP CHALLENGE

Units that complete a monthly challenge will receive a social media badge, certificate for the individual challenge and one entry into a drawing for one of eight (8) **FREE** Summer Leadership Training registrations for 2020. Units are encouraged to complete as many challenges as possible to increase the chances of winning. The prize drawings will be held the first week in June 2020.



**Virginia  
PTA®**



everychild.one voice.®

**MEMBERSHIP  
MATTERS**

	MONTH/THEME	CHALLENGE
<input type="checkbox"/>	JULY/AUGUST/SEPTEMBER <b>RETURNING MEMBERS</b>	Units that recruit at least 75% of the membership the unit achieved in 2018-19 by September 27 <sup>th</sup> . <b>New Units for 2019-20:</b> Recruit 100 members by September 27 <sup>th</sup> .
<input type="checkbox"/>	OCTOBER <b>"T" in PTA</b>	Units that achieve 100% of their core staff and teachers as members and recognize those staff and teacher members in a unique way by October 31 <sup>st</sup> .
<input type="checkbox"/>	NOVEMBER <b>IT'S GREAT DOING BUSINESS WITH YOU!</b>	Units that recruit at least 10 business memberships, public official memberships, or outside/community members by November 27 <sup>th</sup> .
<input type="checkbox"/>	NOVEMBER BONUS <b>FIFTY MORE!</b>	Units that have recruited 150 or more members by November 22 <sup>nd</sup> .
<input type="checkbox"/>	DECEMBER <b>GIFT OF MALE MEMBERSHIP</b>	Units that recruit at least 25 dads/male members and host a men-oriented welcome event. Units must submit proof by December 20 <sup>th</sup> . *See more information below*
<input type="checkbox"/>	NOVEMBER/DECEMBER BONUS <b>25 MORE BEFORE BREAK</b>	Units that recruit 25 or more members before students leave for winter break and submit payment prior to December 20 <sup>th</sup> .
<input type="checkbox"/>	JANUARY <b>FIT UNIT FRENZY</b>	Units that have increased membership over 2018-19 numbers by at least 20 members by January 28 <sup>th</sup> . <b>New Units for 2019-20:</b> Have recruited 200 members by January 28 <sup>th</sup> .
<input type="checkbox"/>	DECEMBER/JANUARY BONUS <b>RE-COMMITMENT</b>	Units that host a membership drive event between December 1, 2019 and January 28, 2020 that brings in at least 20 additional members. Units must have proof of event and results.
<input type="checkbox"/>	FEBRUARY <b>FAMILY ENGAGEMENT</b>	Increase your membership by 20 during the month of February to celebrate National PTA Founders Day on February 17 and receive a special recognition award. Submit membership list for this award by March 1 <sup>st</sup> .
<input type="checkbox"/>	JANUARY/FEBRUARY BONUS <b>STUDENT STAMPEDE</b>	Units that recruit at least 20 more student members than 2018-19. <b>New Units for 2018-19: Units that have recruited 20 or more student members by February 28<sup>th</sup>.</b>
<input type="checkbox"/>	MARCH <b>FINISHING STRONG</b>	Units surpass 2018-19 number by more than 20 members. <b>New units for 2018-19:</b> Recruit 20 more members than the Unit's January 2020 count.
<input type="checkbox"/>	APRIL <b>FINAL PUSH</b>	Units with membership equal to or greater than 45% of their student population by April 28 <sup>th</sup> .

## TIPS FOR COMPLETING CHALLENGES

Review all the challenges first and develop a strategy with your membership committee, school leaders and parents.

All challenges have a deadline date, but that doesn't mean everything for that challenge has to be held in the same month. For example, you can sign up Male Engagement in August, September, and October and hold the men- oriented welcome activity in November and still qualify for the December challenge ~ the membership chair just has to report it in December!

Units that complete a monthly challenge must report the achievement to [membership@vapta.org](mailto:membership@vapta.org) by the 28<sup>th</sup> of that month to be eligible for the drawing. If there is no record of a challenge being completed successfully, credit will not be given to the unit. Payment for the month's membership **MUST** be received by the cutoff to maintain eligibility.

The drawing will be held during the first week in June and the winning units will be notified immediately.

Inform your community. Everyone wants to be on the winning team!