



serving PTAs in Alameda County

Special Issue on MEMBERSHIP

July 2016

Peralta District PTA Officers 2015-17

President: [Linda Dewlaney](#)
1st VP-Leadership: *open*
2nd VP-Programs: [Pam Chang](#)
3rd VP-Membership: *open*
4th VP-Communication:
Treasurer: [Nancy Mitchell](#)
Financial Secretary:
open
Secretary: [Susan Nathan](#)
Historian: [Poon Yee](#)
Newsletter:
[Carol-Ann Koch-Weser](#)
Parliamentarian:
[Alison Wiscombe](#)
Website: [webmaster](#)

This email is going to Membership Vice Presidents or Membership Chairmen whose emails have been provided to us via PTAEZ **as well as Presidents and Treasurers.**

All issues of our newsletter are archived on our website at [Peralta District PTA website.](#)

Membership Cards for 2016-17 have arrived

We are in the process of counting them out; the total number each PTA receives is equal to the total of their previous year's membership. **Electronic membership cards** will be available again this year; stay tuned for more information on them.

If you are in a council (Alameda, Berkeley, Fremont and Pleasanton), please stay tuned for information from your council on how to retrieve your allocation of cards from your council PTA.

San Lorenzo units - we will be setting up a meeting soon, at which you will receive your membership cards.

Units that are "out of council" (see the list below) will need to contact the following people to arrange to pick up your allocation of cards. Email links for these Peralta officers are in the column to the left.

- Albany PTAs** - contact Pam Chang
- Castro Valley PTAs** - contact Carol-Ann Koch-Weser
- Hayward PTAs** - contact Carol-Ann Koch-Weser
- Livermore PTAs** - contact Linda Dewlaney
- Newark PTAs** - contact Carol-Ann Koch-Weser
- New Haven PTAs** - contact Carol-Ann Koch-Weser
- Oakland PTAs** - contact Pam Chang
- San Leandro PTAs** - contact Carol-Ann Koch-Weser

If any PTA would like Spanish language membership cards, please send an email indicating how many you would like to membership@peraltdistrictpta.org

Resources & Links

- [Peralta District PTA](#)
- [California State PTA](#)
- [National PTA](#)

Services:

- [e-Bylaws](#)
- [PTAEZ](#)
- [PTA Merchandise Store](#)
- [Tax Filing Support](#)

PTA Publications:

- [Advocacy Leadership Guide](#)
- [Leadership Essentials Archives](#)
- [Local Control Funding Formula](#)

Tools to use in your membership campaign

The [California State PTA website](#) has numerous "tools" to assist your PTA in promoting membership, such as:

- ideas to build student

- involvement
- a membership timeline
- membership theme ideas
- ideas to encourage teachers to join your PTA
- customizable invitation letter
- template for filling in membership cards

Check it out at:

<http://capta.org/pta-leaders/run-your-pta/building-membership/>



California State PTA recently held a webinar entitled

Easy Ways to Strengthen Your PTA's Membership

The recorded webinar can be found at

<https://attendee.gotowebinar.com/recording/2452689760112198148>

The **National PTA website** also has valuable information:

Membership Recruitment Manual

http://s3.amazonaws.com/rdcms-pta/files/production/public/Membership_Recruitment_Manual_2010.pdf

Diversity and Inclusion Toolkit

<http://s3.amazonaws.com/rdcms-pta/files/production/public/2016%2DDiversity%2DToolkit.pdf>

Baskin-Robbins "two for one" coupons

will be available again this year, but they have not yet arrived. These coupons are to be given to members as they sign up to be a member at your PTA.

PTA has other tangible benefits to membership

Member Benefits from California State PTA

Member Benefits from National PTA

Don't forget:

Peralta District PTA Officers and Chairmen exist to support the PTA units in Alameda County and we love to hear from PTAs in our district and **we love questions.**

Next Training

For those of you that missed our full day training on June 4th, we will have an



evening training on

Monday, August 29th
at the Alameda County Office of
Education.

Save the date and stay tuned for
additional details!



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www.peraltdistrictpta.org