

Membership Incentives and Challenges

2026-2027 Membership Challenges

Every great mission begins with a crew that believes in what they are launching toward. For California State PTA, that mission has never changed: every child, in every community, supported by families and educators who show up and speak up. This year, we are inviting every unit across the state to be part of something bigger. Our 2026-2027 Membership Challenges are your launchpad, five opportunities to grow your community, strengthen your voice, and show what PTA can do when it reaches for the stars.

****All membership remittances must be received by California State PTA by the dates listed below. For questions or additional information, please contact California State PTA Membership Services Commission at membership@capta.org.**

Mission: Membership

Challenge One: Blast Off to Membership Success

The mission is live. Now it's time to build your crew. Kick off your 2026–2027 PTA year with momentum by remitting 50 members by September 30th. Getting members on board early sets the tone for the entire year. It means more voices, more volunteers, and more impact for the students and families you serve. Don't wait for the perfect moment. The countdown is already running. Ignite your membership engine and show your community that your PTA is ready for takeoff!

Units that complete this challenge will be entered to win one of two \$100 prizes.

Challenge Two: Shoot for the Stars

Now that you've launched, it's time to aim higher. Push your membership to new heights by remitting 100 members by October 31st. Reaching the 100-member milestone is a meaningful achievement — it reflects a community that believes in the power of PTA and is willing to invest in it. Recruit at school events, Back to School Night, and through your digital channels. Every new member is a star added to your constellation. Keep reaching!

Units that complete this challenge will be entered to win one of two \$100 prizes.

Challenge Three: Launching Futures Together

Every mission needs its navigators. Teachers guide students every single day, and when they join PTA, the whole school wins. This challenge invites your unit to achieve 100% teacher membership at your school, with all dues remitted by November 30th.

Your goal is based on the number of teachers at your school, and any staff or faculty member who joins counts toward the total. When teachers become PTA members, it strengthens the partnership between families and educators, amplifies student advocacy, and builds a school

culture where everyone feels invested in student success.

Units that complete this challenge will be entered to win one of two \$100 prizes.

Challenge Four: Fueling the Mission

PTA was founded on a belief that every child deserves a champion. This February, we honor that legacy — and fuel the work ahead — by celebrating Founders' Day with a burst of new membership.

Remit 17 or more members during the month of February to complete this challenge. Why 17? Founders' Day is observed on February 17th, the anniversary of the founding of the National Congress of Mothers in 1897 — the organization that became the PTA we know today.

Use this month to share the story of PTA's founding with your community. Invite neighbors, grandparents, local business owners, and community leaders to join the mission. Celebrate our legacy and fuel our mission for future generations.

Units that complete this challenge will be entered to win one of two \$100 prizes.

Challenge Five: To Infinity and Beyond Membership

This is the challenge for PTAs ready to make history. To complete this challenge, your unit must exceed your highest total membership from the past five years, with all membership remitted by March 31st.

This challenge is about your community, your growth, and your potential. Look back at where you've been, then dare to go further. Recruit broadly and creatively. Engage families who haven't yet connected with PTA. Make the case that PTA membership is an investment in every child at your school. The sky is not the limit. There is no limit.

Units that complete this challenge will be entered to win one of five \$100 prizes.

Challenge Six: Mission Accomplished

Five challenges. One mission. Can your PTA do it all?

Units that complete any four of the five challenges above will be entered into a special drawing at California State PTA's Annual Convention for a chance to win one of four \$250 prizes. This is our way of recognizing the PTAs that went above and beyond and stayed committed to membership growth from the very first days of school all the way through spring.

Completing four challenges means your unit didn't just participate. It led. It persevered. It showed what's possible when a community comes together around a shared mission.