

# TOGETHER WE Make A Difference Across California



This year, California State PTA invites you to be part of something bigger. Through our “Together We” campaign, we’re celebrating the strength, diversity, and unity of PTA members from every corner of the state. From the redwoods to the desert, the coastline to the capital...every member, every voice, every action matters. Join us on a journey that honors our shared purpose: to positively impact the lives of all children and families. Let’s show what we can do...TOGETHER!

## 1 TOGETHER WE PLAN

Submit your unit’s 2025–2026 membership theme and goals. We welcome you to include any digital tools or materials you’ve created (flyers, graphics, videos, etc.). Every unit that participates will be entered for a chance to be featured in California State PTA’s upcoming Membership Resource Library, helping to inspire PTAs across the state. All units that apply on or before the deadline will receive a digital badge and be recognized on California State PTA’s social media.

**Application is required. Due Date: 9/30/25**

## 2 TOGETHER WE GROW FAST

Can your PTA reach 100 members in the first 100 days of the term? Units that forward at least 100 members by the 100th day of the 2025–2026 PTA term will earn a digital badge and be recognized on California State PTA’s social media, showing your community you’re off to a strong start! **No application is required. Due Date: 10/8/25**

## 3 TOGETHER WE LAUNCH

Forward at least 30 members by the Ready, Set, Remit deadline, and your unit will earn a digital badge and be celebrated on California State PTA’s social media. Every member counts! **No application is required. Due Date: 10/30/25**

## 4 TOGETHER WE SUPPORT OUR SCHOOLS

When every teacher at your school joins PTA, it sends a powerful message of unity! Units that achieve 100% teacher membership and forward their dues by the deadline will earn a digital badge and be recognized on California State PTA’s social media. **Application is required. Due Date: 11/30/25**



## 5 TOGETHER WE RISE

Grow your impact by growing your membership! Every unit that meets or exceeds its total membership from 2024–2025 will earn a digital badge and be celebrated on California State PTA’s social media, and will also receive a ribbon at the annual Convention. **No application is required. Due Date: 12/31/25**

## 6 TOGETHER WE CELEBRATE

Celebrate PTA Founders’ Day on February 17 by growing your membership and honoring our legacy. Invite students, grandparents, neighbors, teachers, school staff, superintendents, school board trustees, and community members to join the mission! Every unit that adds 17 members during the month of February will earn a digital badge and be recognized on California State PTA’s social media. **No application is required. Due Date: 2/28/26**

## 7 TOGETHER WE BUILD

Help us grow stronger together! PTA units that increase membership by 2% or more over their 2024–2025 total will earn a digital badge and be celebrated on California State PTA’s social media. **No application is required. Due Date: 3/31/26**

## 8 TOGETHER, WE POSITIVELY IMPACT THE LIVES OF ALL CHILDREN & FAMILIES

Complete at least 5 of the membership challenges above by their deadlines and your PTA unit will be entered into a drawing for a \$500 cash award! All finalists will receive a digital badge and be recognized on California State PTA’s social media.

*\*Membership must reach the California State PTA office by the deadline. Questions? Contact California State PTA Membership Services Commission at [membership@capta.org](mailto:membership@capta.org).*