

Fifth District PTA Arrowhead

Serving San Bernardino county Since 1913

www.FifthDistrictPTA.org

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*Our mission is to
positively impact
the lives of all
children and
families.*

From the President's Desk

MEMBERSHIP CHALLENGES AND INCENTIVES

Membership is PTA's strength and our voice. We want all of our local PTAs to have the tools they need to increase membership. This year we have two exciting membership challenges for you. Our Membership Marketing Challenge and our Membership Increase Challenge. (Deadline is March 30th, 2018) Listed here are the strategies have been successful and we think you should give them a try. If you complete seven or more ideas and submit the form at <http://capta.org/pta-leaders/run-your-pta/building-membership/incentives-and-awards> you will win our Membership Marketing Challenge! Your PTA will receive a certificate and two collector membership pins and **\$200 for your PTA!**

1. Have a membership recruitment activity. This could be a membership table at any PTA or school event, a local contest or incentive or something else. Let us know what you did and we might share it in a California State PTA publication or on social media
2. Hold a membership challenge or promotion campaign around a theme. Share your photos by posting on social media with the tag #PTA4Kids or by emailing socialmedia@capta.org
3. Have the Membership Chair or President attend at least one California State PTA membership webinar or training
4. List our Member Perks on your website, Facebook page, newsletter or other social media site. Get the info at www.capta.org/member-perks
5. Speak in public comment at a school board meeting, city council meeting or other public meeting about the importance of PTA and ask your community members to join
6. Post about activities your PTA is doing on your social media accounts, and share a link to join. Use the tag #PTA4Kids
7. Write an article for the local paper, or an op-ed talking about the value of PTA membership
8. Download the local membership goal setting template and/or the membership marketing template and use them to plan the rest of your PTA year
9. Send a flyer home reminding families of all the things your PTA does for the students, school, teachers and community. No need to reinvent the flyer — let us help you, find more resources at <http://capta.org/pta-leaders/run-your-pta/building-membership/incentives-and-awards/>

*Do Good Things for
Kids, Join PTA!!*

Teacher Appreciation Week



Teacher Appreciation Week, celebrated May 7th-11th, 2018, offers the opportunity for citizens to reaffirm their commitment to parent-teacher partnerships. The decision to teach often comes with low-to-moderate pay and around-the-clock hours. Support from families can ease the difficult work teachers do. PTA Teacher Appreciation Week is the perfect time to personally thank your students' teachers for their sacrifices and support for children throughout the year. While appreciation alone will not reduce the challenges teachers face, it will let them know their efforts are not going unnoticed. Some ideas on how to celebrate:

- Create and display posters, banners, and fliers in schools and in the community promoting Teacher Appreciation Week and the day of the Teacher.
- Plant a tree or flowers on the school property
- Bring bouquets to school, Provide a nutritious brunch
- Give teachers positive feedback on their teaching by sending a thank-you note
- Request that your mayor or county board of supervisors issue a proclamation in observance of Teacher Appreciation Week or California Day of the Teacher
- Think about beginning a year-long project to tell your teachers how important they are.

Happenings around the District



In the High Desert Council, Fifth District President Mirna Ruiz was able to meet with student Rhett Owens and 100 Mile Club Chairman Taesha and Rick Owens from Endeavour PTA in Victorville, CA. Mr. and Mrs. Owens have chaired this committee going on 3 years. Endeavour students run/walk every Friday morning, at 25 miles students earn a T-shirt and other incentives. This past month, students ran for books with all proceeds going to the Endeavour Library.

Morgan Elementary hosted a Literacy night for Local Parents and Students to participate in Rialto, CA. The literacy program was sponsored by San Bernardino County Superintendent of Schools and Superintendent Mr. Ted Alejandro. Families were able to learn more about the County's Vision 2 Read Program and Footsteps to Brilliance. An added treat was 4x Recorded Holder Corey the Dribbler, who was in attendance as well.



PTA Membership

Do good things for kids — join PTA!

Your PTA membership makes a difference. Just by joining PTA, you show your children that school matters and you are invested in their success — and their future. Here are just a few of the good things about joining PTA:

■ **Get connected** — There's no better way to know what's happening in schools or to develop relationships with teachers and principals

■ **Discover great resources**

— PTA offers a variety of unique programs and materials for students, parents, families, schools and communities

■ **Speak up** — PTA gives families and community members a “seat at the table” when important school decisions are being made

■ **Be a role model** — By becoming a PTA member, you demonstrate to your



child the importance you place on education

■ **Enjoy extra benefits** — PTA members enjoy exclusive money-saving member perks including discounts on school supplies, rental cars, amusement parks and much more

■ **Make a difference** — By working together, PTA members advance local, state and national laws and policies to improve the education, health and well-being of all children.

PTA membership is open to everybody — whether you're a parent, student, educator, business leader or community member. Do good things for kids — join PTA!

Everyone is part of the PTA family

PTA believes family is the basic unit of society responsible for the support and nurturing of all children, and we recognize that “the family” is defined in many ways. So no matter who's in your family or how you define it, your family is part of the diverse national family millions of members strong — PTA!



Convention Registration

119th California State PTA Annual Convention
Ontario, CA • April 27 - 29, 2018



Ontario Convention Center
2200 E. Convention Center Way
Ontario, CA 91764



Three easy ways to register



Online Registration:
www.capta.org
March 1 – April 20



Mail-in Registration:
Smart-Reg International
990 San Antonio Road Palo Alto, CA 94303
March 1 - April 16



On-Site Registration:
Visit the Registration Booth
April 26 – 29

SAVE THE DATE

California State PTA Annual Convention
May 16-18, 2019 in Monterey, CA

California State
PTA[®]
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WE'VE GOT AN APP FOR THAT!

Search "California State PTA"
in your phone's app store
to download.

Take a look for all the latest convention
news and updates.



#PTA4Kids

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601 North E Street
San Bernardino, CA
Office Hours: 8:30am_1:30pm
Monday- Thursday
Phone: 909-386-2926
Fax: 909-888-6482**

**Email:
Office@FifthDistrictPTA.org
Website:
www.fifthdistrictpta.org**

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