



Successful
Membership Campaigns
and
Reporting New Members



Rob Carey, ABX Chapter, Tucson AZ
West Williamson, ΦΘΚ® Headquarters

Organize Membership Team

- Helps build leadership
- Helps develop vision
- Helps set goals
- Helps reach Pinnacle



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Develop a Membership Timeline

- Obtain a list of eligible students
- Set orientation date, time, location
- Date to print and mail invitations
- Dates for public relations blitz
- Date to follow up with eligible students
- Set induction date, time, location
- Open an enrollment period in PAM



Determine Eligibility

- Contact your registrar
- Load file of eligible students into PAM



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Mail Membership Invitations

- PAM can help with address labels
- Incorporate online membership acceptance
- Include letter from your College President or Chancellor
- Include Membership Benefits Brochure



Awareness is the Key

- Ads in college newspaper
- Faculty Awareness fliers
- College TV and Radio

PSAs

Good as Gold Video

Promotional Slides



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Conduct Orientations

- formal or informal
- emphasize benefits
- share member testimonies
- highlight transfer scholarships
- participation not required
- include time for Q & A



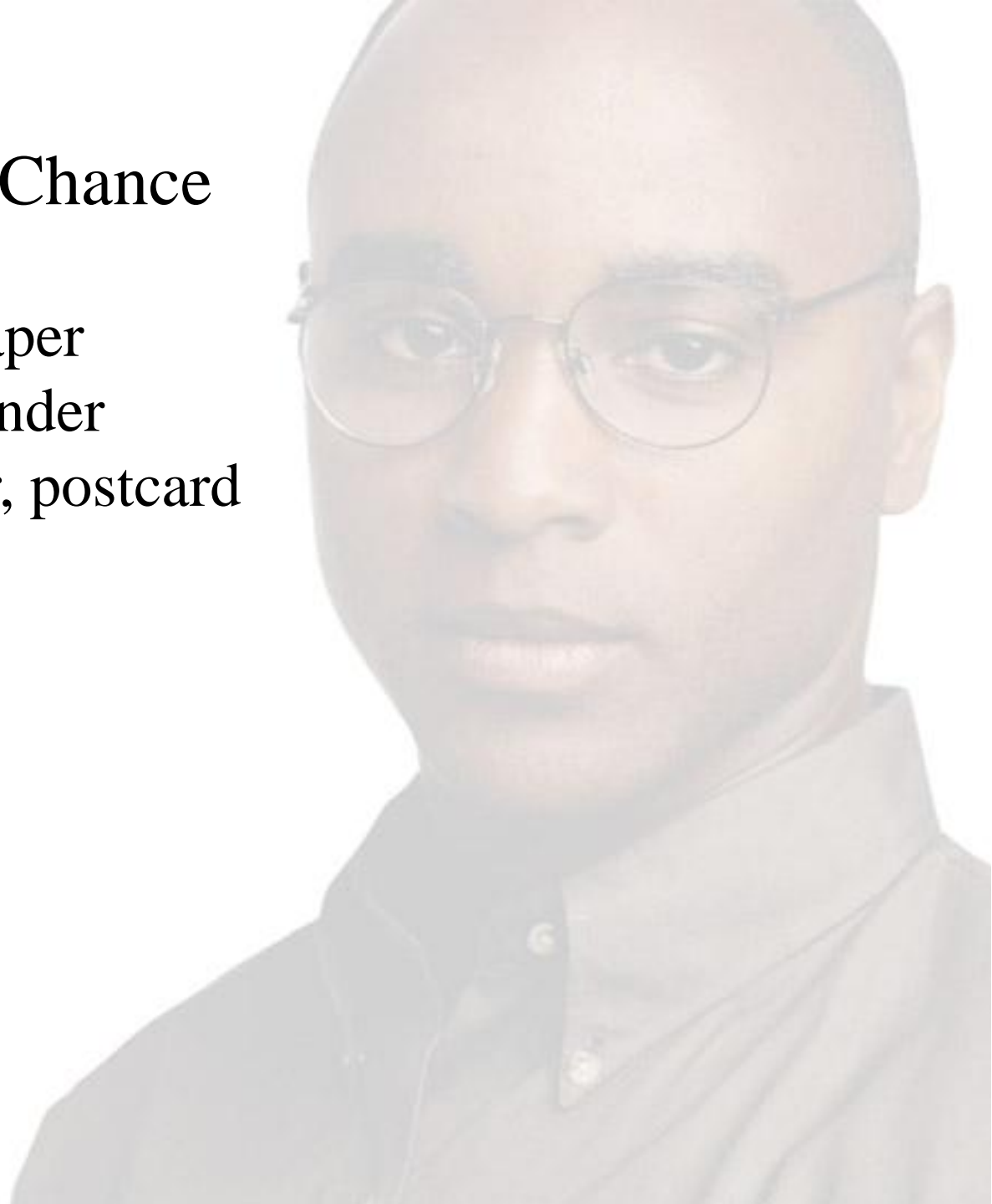
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Provide a Second Chance

- Phone-a-thon
- Ad in college paper
- Classroom reminder
- Follow-up letter, postcard
or e-mail



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Mail Induction Ceremony Invitations

- New members & families
- Faculty
- Administrators



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Reporting New Members

PAM is the way to go

- Online membership
- Advisor submission



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Induction Ceremony

- Script the ceremony
- Everyone has a role
- Master of ceremonies
- Keynote Speaker
- Use certificate placeholder
- Invite Regional officers
- Make it Memorable



Pinnacle Award

- Build a strong membership base
- Complimentary convention registration
- Hold fall & summer campaigns



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Other Resources:

- www.ptk.org/campaign/
- Chapter Resource Manual
- Membership Services
(800) 946-9995

Questions and Answers



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