

Membership Recruitment

What is the Pinnacle Awards Program?

Recognition to chapters and regions for enhancing their recruitment and orientation strategies which is measured by the number of new members in a calendar year.

Checking Pinnacle Status for Your Chapter

- Go to www.ptk.org
- Visit the Pinnacle Award Program section at <http://www.ptk.org/pinnacle/>
- Click Pinnacle Progress
- Scroll down to New England Region
- Find your chapter!

Strategies for Success

1. Planning is key!
2. Reach out to all students!
3. Be visible!
4. Enthusiasm!
5. Use Member Benefit brochures!

Strategies for Success (Cont'd)

6. Try new things!
7. Review your letter of invitation with prospective members!
8. Create a phone tree!
9. Get faculty involved!
10. Follow-up!

More Strategies

11. Understand the benefits of membership!
12. Show the Good as Gold video and presentation!
13. Schedule orientations around the needs of your campus.
14. Stress volunteerism!
15. Explain how membership fees benefit the members.

More Strategies!

16. Invite an alumnus of the chapter to speak!
17. Involve your college administration in your recruitment efforts.
18. If your college has multiple campuses, hold orientations for members at each campus.
19. Establish a scholarship fund to help students pay fees!
20. Schedule Spring and Fall inductions!

Final 5 Strategies to increase Membership

21. Include a link to your chapter's page on the Phi Theta Kappa website!
22. Use promotional posters!
23. Establish an Enhanced Member Program!
24. Follow up with students who did not accept membership or didn't attend orientations.
25. Use local media on campus and in your community.