

Announcing the Pinnacle Award

In 2007, Phi Theta Kappa will recognize chapters and regions successfully increasing membership acceptance through the Pinnacle Award.

Pinnacle guidelines and recognitions have been consolidated into one award category for chapters and one for regions.

Under the new Pinnacle guidelines, each chapter that increases its 2007 membership by 10 percent over 2006 membership will receive one complimentary registration to the 2008 International Convention in Philadelphia, Pennsylvania. This award is valued at \$250.

Regions that increase membership by 10 percent will receive a \$500 Pinnacle Scholarship Award.

Chapters will no longer be required to enroll to be eligible for Pinnacle Awards.

Learn more about the 2007 Pinnacle Award and monitor your chapter's progress online at www.ptk.org/pinnacle/.

Checklist for a Successful Membership Campaign

Use PAM, Phi Theta Kappa's Personal Assistant Manager for Advisors, to guide your Membership Campaign. It's a simple and proven method that works!

- Obtain a file of eligible student information from the college registrar.** Importing a data file into PAM allows your chapter to offer online enrollment. This feature significantly increases the chapter's outreach to online students and part-time students who are rarely on campus, increasing membership and eliminating data entry of member information.
- Use the NEW Membership Benefits Brochure.** An appealing and informative invitation letter is essential to getting a student's attention. Include Phi Theta Kappa's new re-designed Membership Benefits Brochure to explain the benefits of membership. Consider your audience. Start with one of the sample invitation letters available at www.ptk.org and modify it to fit the student demographic at your college.
- Follow-up with eligible students who haven't joined by email or phone.** Personal contacts work! In fact, it takes as many as three contacts to get a response from most students. So follow up with an email reminding students about your student orientation, or gather your chapter officers to phone eligible students.
- Plan multiple orientation meetings at different times of the day and evening.** Holding multiple orientations ensures more students can attend. Consider an orientation at night for evening students. Explain the benefits of membership – the importance of the recognition, and that participation is voluntary. Use Phi Theta Kappa's Good as Gold video and leave time for questions.
- Awareness is the key.** Phi Theta Kappa offers several ideas for raising awareness of the importance of membership on campus. You'll find downloadable newspaper advertisements – perfect for your college newspaper – and downloadable PowerPoint slides promoting Phi Theta Kappa membership - for use on video screens around your campus – all at www.ptk.org.
- Reach out to faculty.** Students are significantly more likely to accept membership if they are encouraged by one of their professors. Phi Theta Kappa offers a downloadable Faculty Flyer at www.ptk.org. Provide this easy-to-print flyer to faculty members along with a list of eligible students and ask them to encourage students in their classes to accept membership in Phi Theta Kappa.

Find more membership acceptance resources at www.ptk.org/advisor/campaign/

Ten Proven Ways to Increase Membership Acceptance

- 1. Invite a Friend.** Encourage friends who are not members but meet eligibility requirements to learn about the many benefits the Society has to offer.
- 2. Involve Faculty.** Use the Faculty Awareness Flyer to educate instructors about membership benefits. Provide all faculty with a list of eligible students and ask them to encourage any students in their classes to accept membership. Ask faculty to make announcements about the importance of membership in their classes or obtain permission to make the announcement yourself.
- 3. Raise Awareness.** Place Phi Theta Kappa advertisements in your college newspaper or post PowerPoint slides about the benefits of membership on video screens around campus.
- 4. Roll Call.** Post a list of eligible students on a campus bulletin board and ask them to contact chapter advisors about membership. Better yet, provide the list to faculty on campus and ask them to encourage their students to accept membership.
- 5. Creative Advertising.** Come up with imaginative or innovative ways to promote Phi Theta Kappa on your campus. Think big!
- 6. Phone-A-Thon.** Call eligible students who did not accept membership during your last orientation. Inform them about the unique opportunities that are available to members.
- 7. Provide a Second Chance.** Send a follow-up email or letter to those who have not responded to your initial invitation.
- 8. Consider the Total Cost.** Consider the total cost of membership. Is it affordable for your students? Lowering your chapter fee might increase your membership acceptance. Offer an installment plan for members to assist them with making membership payments.
- 9. Scouting for Scholars.** Approach students whom you believe have the potential to become members. Inform them about the \$36 million in transfer scholarships and the extensive career development resources available to members.
- 10. Campus Connection.** Reach out to other campus organizations, like the Student Government or Honors Program, to find individuals who are eligible.



Phone-A-Thons and the Good as Gold materials are resources proven to enhance membership acceptance.

For assistance with planning your spring membership campaign, contact the Membership Services Department at (800) 946-9995 extension 3557.

For technical assistance with PAM, or for assistance in getting a file of eligible students from your college registrar, contact the PAM Help Desk at extension 3561.