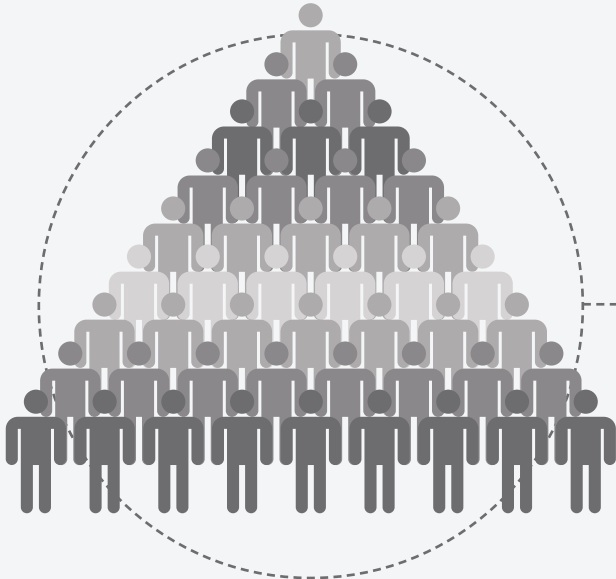


# TWO GREAT TOOLS ONE BIG RESULT

ARE YOU USING THEM TO BUILD YOUR CHAPTER?



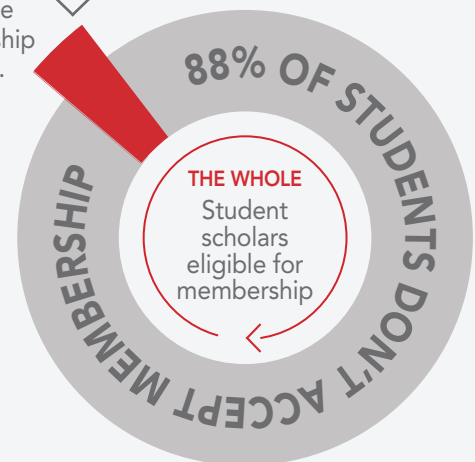
## HOW COULD YOUR CHAPTER BENEFIT FROM HAVING MORE MEMBERS?

- Greater campus visibility
- Healthy competition for chapter leadership positions
- More volunteers for your next chapter event
- Not to mention, more deserving scholars at your college with access to benefits that can change lives

To more effectively fulfill our mission of recognizing the academic achievements of two-year college scholars, we need to reach more of the 88%.

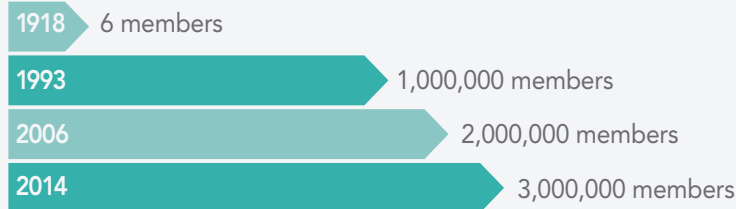
**12%**

of students accept the membership invitation.



## LIVES CHANGED — 3 MILLION AND GROWING

At more than 3 million members strong, there's no doubt that we are changing lives, but could we do more?



PHI THETA KAPPA  
HONOR SOCIETY

## ONLINE MEMBERSHIP ACCEPTANCE

- A quick, convenient way for potential members to immediately accept their membership invitations
- Available 24/7, using a computer and credit card
- Gives new members instant access to benefits like scholarships, professional development, discounts and chapter engagement
- Lightens the administrative workload for advisors

## MEMBER RECRUITMENT CAMPAIGN ADMINISTERED BY HEADQUARTERS

- A free service offered by Phi Theta Kappa Headquarters guaranteed to increase membership acceptance and reduce advisor workload
- Advisors load their lists of eligible students at ptk.org
- Headquarters staff administer the recruitment process sending invitations and reminders on the chapter's behalf
- Reduces chapter costs

# ASK OUR EXPERTS

## ONLINE MEMBERSHIP ACCEPTANCE

### **How does online membership acceptance work?**

When the list of eligible students is uploaded, each student is assigned an individual passcode. The student will enter this passcode at [www.ptk.org/accept-membership](http://www.ptk.org/accept-membership) and complete the membership application and pay the membership fee online by credit card. For additional assistance, please contact your Key Services Consultant.

### **If we offer Online Membership Acceptance, must all students pay online?**

Online payment is preferred, but we know that some students do not have credit cards. If your students are unable to pay using a credit card, contact us for options to ensure that payment type is not a barrier to membership acceptance.

### **How will I know when our students accept membership?**

Advisors can monitor membership acceptance several ways:

1. Phi Theta Kappa sends an email daily to advisors listing students who joined their chapter.
2. Advisors can export a list of new members under My Society.

### **If we offer Online Membership Acceptance are we required to participate in the Member Recruitment Campaign Administered by Headquarters?**

Your chapter may offer Online Membership Acceptance and not participate in the Member Recruitment Campaign Administered by Headquarters. However, chapters participating in the Headquarters-administered campaign must offer Online Membership Acceptance. Historically chapters see the greatest benefit by using both tools.

### **How will my chapter receive the collected chapter fees for students who accept online?**

At the beginning of each month, Phi Theta Kappa remits payment to chapters that have had students accept membership online.

### **Accepting member application and fees in person connects us with new members. Will Online Membership Acceptance and the Member Recruitment Campaign Administered by Headquarters create an impersonal member experience?**

Phi Theta Kappa's mission is to recognize and encourage scholarship among two-year college students. Whether they are residential campus students, commuters whose time on campus is limited or online students who never visit campus, our mission to recognize their academic achievements does

not discriminate. Online Membership Acceptance allows us to deliver the opportunity to accept membership in a way that is convenient and accessible to all eligible students, regardless of the amount of time they may spend on campus.

While we want to offer membership acceptance options that meet students' needs, we recognize concerns surrounding the possible loss of the personal touch of the traditional membership acceptance process. We are eager to address these concerns on a case-by-case basis. Contact your Key Service Consultant and Associate Director, and we'll work together to customize a creative solution for your chapter.

## MEMBER RECRUITMENT CAMPAIGN

*administered by Phi Theta Kappa Headquarters*

### **Will we violate FERPA by providing Phi Theta Kappa with a list of eligible students?**

The electronic eligibility files requested by Phi Theta Kappa are FERPA compliant under the guidelines provided by the U.S. Department of Education. Phi Theta Kappa continues to take all necessary precautions to secure student data. Our data-sharing agreement is available upon request to ease any concerns.

### **We include multiple orientation dates in our membership invitations. I heard that the invitation letter in the Member Recruitment Campaign Administered by Headquarters only allows for one orientation date. Can we still participate?**

The invitation letter is currently limited to one orientation and one induction date, but we have options that will still allow you to participate even if you have multiple meeting dates. Contact your Key Services Consultant to discuss the options.

### **Is it possible for my college president to review a copy of the invitation letter before it is sent to our students?**

Absolutely! Your Key Services Consultant can provide you with a copy of the invitation letter before it is sent out.

### **How do we get started?**

Contact your Key Services Consultant or Associate Director at Headquarters before sending membership invitations at the beginning of your college's academic term. Reach us at 800.946.9995 or [ptk.org/contact.aspx](http://ptk.org/contact.aspx).