MEMBERSHIP RECRUITMENT CHECKLIST

Recruiting new members opens doors of opportunity to your students and builds your chapter. Here’s a checklist to help ensure their success and yours.

**Get Eligible Students List**
Contact your college’s Registrar, IT, or Institutional Research office to collect the names and contacts of high-achieving students who meet your chapter’s eligibility criteria.

**Review Chapter Profile**
View your chapter profile at [ptk.org/MySociety/profile](http://ptk.org/MySociety/profile) and confirm that the local membership fee is correct.

**Upload Your List**
Upload your list at [ptk.org/advisors >> Your Chapter >> Upload](http://ptk.org/advisors >> Your Chapter >> Upload)
If you have questions, reference [ptk.org/advisorFAQ](http://ptk.org/advisorFAQ) or contact your divisional specialist.

**Offer Payment Options**
If cost is a concern to students, consider waiving the chapter fee for a brief time, such as during Awareness Week. You can also nominate students for the Golden Opportunity scholarship that waives their membership fee.

**Use I AM PTK Materials**
Cover your campus in PTK posters, stickers, table tents, and more using downloadable content from [ptk.org/toolkit](http://ptk.org/toolkit). You will also find videos, images, and social media posts to share online. Free printed posters and recruitment cards are available at [ptk.org/store](http://ptk.org/store).

**Participate in PTK Awareness Weeks**
Get the word out about PTK and your chapter by participating in PTK Awareness Weeks or hosting your own week-long event. [ptk.org/mysociety/awarenessweeks](http://ptk.org/mysociety/awarenessweeks)
Ask supportive faculty and staff to bring up PTK to their students.

**Send Invitations**
When you upload your list of eligible students, check the box to allow invitations from HQ. This allows PTK to send email invitations and reminders to students leading up to your deadline. Advisors can increase acceptance by sending personalized follow-up letters or texts. Letter invitations are available upon request.

**Leverage Social Media**
Share news on invitations, orientations, and inductions on your chapter’s channels. Encourage current members and faculty and staff supporters to spread your message using their accounts too! Visit [youtu.be/fRZyRnRiG5w](http://youtu.be/fRZyRnRiG5w) for details on how to have a virtual chapter meeting and virtual induction ceremony.

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**Call us for help or email your division’s Membership Specialist**
800.946.9995

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