

MEMBERSHIP RECRUITMENT CHECKLIST

IDENTIFY. INVITE. RECRUIT.

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.



1 GET ELIGIBLE STUDENTS LIST

- **When:** Every academic term
- **How:** Advisor contacts college Registrar/IT/Institutional Research
- **Who:** Typically, students with 12 hours and 3.5+ GPA



2 UPLOAD YOUR LIST

- **Where:** ptk.org/advisors
- **Questions?** Find answers at ptk.org/advisorFAQ.



3 REVIEW CHAPTER PROFILE

- **View** your chapter profile at ptk.org/MySociety/profile.
- **Confirm** local membership fee and enrollment deadline are correct.
- **Add** orientation and induction dates to the Chapter Events section of the profile. We'll use these dates in student invites.



4 SEND HQ INVITATIONS

- We'll email your eligible students an invitation, a reminder 21 days later, and a final reminder 3 days prior to your deadline.
- Contact your Specialist to set up invitations and to get tips to ensure email success.



5 MAKE IT PERSONAL

- A personal follow-up to the HQ invitation from you, your officers, and/or college administrators gives students a personal connection and increases acceptance.



6 PARTICIPATE IN PTK AWARENESS WEEKS, FEB 26-MAR 2 & SEPT 24-28

- Host a week-long PTK blitz to bring visibility to your chapter.
- Choose another week if these dates don't work for your chapter or college.



7 OFFER PAYMENT OPTIONS

- Consider waiving the chapter fee for a brief time, such as during Awareness Week.
- Nominate students with financial need for PTK's Golden Opportunity membership fee waiver.



8 USE I AM PTK MATERIALS

- Download and print posters, stickers, table tents, and more to cover your campus in PTK.
- Get videos, images, and social media posts to share online.
- Advisors, order printed posters and recruitment cards at ptk.org/store. They're free!
- Find it all at ptk.org/toolkit.



9 DIVERSIFY COMMUNICATIONS

- Use letters, texts, and in-person invites as follow-up to email invitations.
- Ask supportive faculty and staff to plug PTK to their students.



10 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!

WE'RE HERE TO HELP!

Call us at 800.946.9995 or email the Membership Services Specialist for your division.

DIVISION I: Monica Bates, monica.bates@ptk.org

DIVISION II: Melissa Price, melissa.price@ptk.org

DIVISION III: Paige Still, paige.still@ptk.org

DIVISION IV: Erica Bold, erica.bold@ptk.org