



MEMBERSHIP RECRUITMENT GUIDEBOOK

Table of Contents

Membership Committee	3
Membership Recruitment Process	3
Step One: Develop a Recruitment Plan	4
Recruitment-Planning Worksheet	5
Step Two: Market the Kappa Delta Pi Chapter	6
Step Three: Identify Potential Members	7
Step Four: Invite Qualifying Students to Membership	10
Inviting New Members through ‘Tapping’	12
Step Five: The Orientation Meeting	13
Sample Orientation Meeting	14
Orientation Meeting Script	15
Step Six: Initiate New Members into Kappa Delta Pi	18
Step Seven: Develop and Conduct a Membership Participation Incentive Program	19

As an honor society, Kappa Delta Pi strives to create programs and opportunities that will professionally develop educators throughout their careers. Chapters play an essential role in developing professionals and recognizing achievement. To fulfill Kappa Delta Pi’s objectives and perpetuate the achievements of your chapter, it is crucial for your chapter to recruit new members continually. New members enable the chapter to sustain itself as a dynamic organization impacting education on your campus and in your community.

With new members come:

- new energy, ideas, talents, and varied experiences to enhance current programs and activities;
- new friends;
- a pool of new leaders to carry on the work toward achieving the chapter’s goals; and
- an expanded commitment to teaching and education.

Your goal also is to initiate members who will be committed to the chapter and demonstrate active membership.

Membership in Kappa Delta Pi creates an opportunity for recognition of academic excellence in education and the chance to demonstrate that excellence actively.

Membership Committee

Two important components to the recruiting process are the Membership Committee and the Membership Chair. The Membership Committee develops and implements the Recruitment Plan, while the Membership Chair serves as the Chair of the Committee, acts as a resource to committee members, and monitors the planning process.

If your chapter is small, it will be necessary to assign various aspects of the recruitment process to the major chapter officers. For example:

- Membership Chair — President
- Invitation Coordinator—Secretary
- Orientation Meeting Coordinator
- Initiation Coordinator — Counselor/President

As with all committees, it is important that the Membership Committee meet regularly. The initial meetings will address development of the Recruitment Plan. Later meetings will focus on the progress of the Recruitment Plan. Remember to hold a follow-up meeting to discuss improvements for the next round of recruiting.

Membership Recruitment Process

While recruiting new members can be as simple as identifying students who meet the GPA requirements, inviting them to join, and holding an initiation, Kappa Delta Pi strives to build a professional development experience for top educators throughout their careers; therefore, chapters should carefully plan to create member awareness of Society programs and lifetime commitment to the Society. An effective membership-recruitment process is one that develops a sense of pride and responsibility to the chapter and Society.

Consider the following seven-step process designed to recruit, educate, and instill a sense of commitment in new members. With a little extra effort and planning, you can cultivate a membership that is committed to achieving the goals of your chapter.

Seven-Step Process

1. Develop a recruitment plan.
2. Market the Kappa Delta Pi chapter.
3. Identify potential members.
4. Invite qualifying persons into membership.
5. Orient the candidates to Kappa Delta Pi.
6. Initiate new members into Kappa Delta Pi.
7. Develop/conduct a membership participation incentive program.

Step One: Develop a Recruitment Plan

The first order of business for the Membership Committee is to develop the Recruitment Plan. Consider the following when creating the plan for your chapter:

- How many initiations will your chapter hold this year?
- When will the initiation(s) be held?
- What resources (money and people) are available for recruitment?
- What were the successes and obstacles of past recruiting efforts?

Recruitment-Planning Worksheet

On the following page is a Recruitment-Planning Worksheet. Use it to map out successful recruitment strategies for your chapter.

1. **Identify Strategies:** Under each Recruitment Process heading, identify activities specific to your chapter.
2. **Develop a Timeline:** For each activity identified, specify a deadline for that activity as well as who will be responsible. You may find that specifying the initiation date(s) first will make assigning the other deadlines easier.
3. **Estimate Costs:** If money will be spent to acquire materials or make deposit fees, estimate expenses accordingly. Add the estimates to determine your total recruitment expenses. Can your chapter afford your Recruitment Plan? How will the costs be covered? Adjust your plans as needed to fit your chapter's budget.

Recruitment-Planning Worksheet

Recruitment Plan Strategies	Assigned to	Timeline	Estimated Cost
Step 2: Market Kappa Delta Pi Action Steps 1. 2. 3. 4. 5.			
Step 3: Identify Potential Members Action Steps 1. 2. 3. 4. 5.			
Step 4: Invite Qualifying Persons to Membership Action Steps 1. 2. 3. 4. 5.			
Step 5: Orient the Candidates to Kappa Delta Pi Action Steps 1. 2. 3. 4. 5.			
Step 6: Initiate New Members into Kappa Delta Pi Action Steps 1. 2. 3. 4. 5.			
Step 7: Develop a Membership Participation Incentive Program Action Steps 1. 2. 3. 4. 5.			


Step Two: Market the Kappa Delta Pi Chapter

Students who are familiar with Kappa Delta Pi prior to being invited into membership are more likely to join and be committed, active members. For this reason, it is important that your chapter keep the education students on your campus continually informed about Kappa Delta Pi opportunities.

Marketing the Kappa Delta Pi chapter is an ongoing, year-round effort. Begin promoting Kappa Delta Pi to prospects as soon as education students are identified on your campus. This may be as early as the freshman year, or it may be later when they are accepted into the school of education.

Getting the word out about Kappa Delta Pi will make your recruitment efforts easier and more effective. One of the easiest ways to publicize your chapter is to let everyone know about the exciting programs with which your chapter is involved. The following are some examples for promoting your chapter.

- Announce chapter functions in education classes—write in the chalkboard corner.
- Volunteer during freshman orientation with prospective education majors.
- Sponsor a conference/workshop/program for all education students.
- Offer programs for freshman education students only.
- Speak about your chapter to staff members and teachers in your local schools.
- Adopt-a-school in your community, and initiate school staff members into the chapter.
- Set up a booth at the university student activities fair.
- Produce a chapter video, and show it on continual play in the student union.
- Sponsor a chapter-awareness day.
- Pass out pencils with the chapter name printed on them.
- Conduct an “Every Member Get a Member” campaign.
- Conduct a letter-writing campaign to potential members.
- Notify local school administrators of your chapter and its activities.
- Recognize/honor freshmen at the chapter’s initiation.
- Initiate university faculty members and administrators.
- Ask members to wear Kappa Delta Pi pins/letters on designated days.
- Distribute goodie bags to education faculty members.
- Sponsor a known keynote speaker.
- Invite nearby State Teachers of the Year to become members of your chapter.
- Invite local award-winning educators to become members of your chapter.
- Take a chapter photo for the university yearbook.



Create a signature annual program for which the chapter becomes known on campus.

Step Three: Identify Potential Members

Membership Qualifications

According to the Kappa Delta Pi Society Bylaws, qualifications for membership into Kappa Delta Pi include the following:

Undergraduates:

- No less than a first-term sophomore standing (the equivalent of at least 30 semester hours earned by the end of the term prior to the initiation).
- At least a 3.0 GPA.
- At least 12 semester hours (or the equivalent) of professional education courses programmed, in progress, or completed.

Graduate Students:

- Regular graduate admission status in degree program within an accredited college or university.
- Completion of 6 or more semester hours (or equivalent) of graduate work in the same institution applicable to the degree program in which the student is enrolled.
- At least 12 semester hours (or equivalent) of professional education courses programmed, in progress, or completed.
- At least a 3.25 GPA on graduate work.

For qualifications for faculty, educational support staff, and honorary membership, please refer to the Kappa Delta Pi Society Bylaws in the Society Handbook or Chapter Operations Guidebook.

Invite All Prospects Who Qualify

Consider inviting all individuals into membership who qualify. If students meet the qualifications in their sophomore year, the chapter should invite them. The advantage to this strategy is that they will have the opportunity to be active in the chapter at least a year before student teaching demands pull them from outside activities.

More members increase the chapter's potential and impact. As more members become active, your chapter will help them plan for the future. In addition, more members enable the chapter to conduct programs that will significantly impact the campus and community. If your campus is large and the number of students qualifying for membership is overwhelming, you may want to consider the following ideas:

- raising the GPA requirements—if this strategy is chosen, be sure that your chapter bylaws reflect this GPA requirement and it is approved by Society Headquarters;
- taking applications for membership—only those who are interested will be considered for membership; or
- holding at least two initiations—one in the spring and one in the fall.

Identify Students Who Qualify

The easiest method of identifying potential members is through your campus Registrar's Office. Due to privacy considerations, it may be required that a faculty member request the list. Your counselor can assist with this facet. Use the sample Registrar Request Letter in this Guidebook to help you with your request.

In cases in which the Registrar's Office cannot perform this task for you, the following are other ways to obtain the information needed:

1. Ask the secretary in the education office to create a list of students who are accepted into the education program.
2. Publicize an application process in education classes, on blackboards, with faculty, and on a Kappa Delta Pi bulletin board.
3. Ask each faculty member to nominate ten potential members.
4. Advertise an informational meeting to which students can come to learn more about Kappa Delta Pi.

Sample Letter

Registrar Request Letter

(Date)

(Name)

(Address)

Dear (Formal Name of Registrar):

Kappa Delta Pi, International Honor Society in Education, is preparing for its upcoming initiation. This year, the initiation will be held on (date chosen). As an officer in the chapter, I would like to ask for your assistance in developing our invitation list. To ensure we invite all deserving individuals, the Kappa Delta Pi chapter is asking you to please generate a list of students who match the following criteria:

Undergraduate Students

- 3.0 cumulative grade-point average or higher;
- declared education major; and
- completed at least 30 semester hours.

Graduate Students

- 3.25 cumulative grade-point average or higher;
- accepted into the graduate school and pursuing coursework in education; and
- completed at least six semester hours.

If the list of students who meet these requirements could be placed in label form and completed by (date), it would help the chapter greatly. We appreciate your help in our pursuit to recognize students who excel scholastically in the field of education. If I can help in any way to be more specific as to our needs, please let me know at (telephone number or e-mail address).

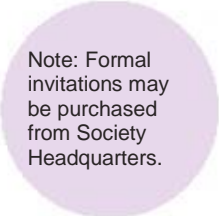
Sincerely,

Name
President/Membership Chair
(Chapter Name)
Kappa Delta Pi

Step Four: Invite Qualifying Students to Membership

Your invitation to join may be the potential member's first official contact with your chapter, so you will want to make it positive and professional. Inviting potential members can be done in various ways.

1. Send a letter of invitation to potential members that invites them to attend an orientation meeting. Assign current members to call and remind potential members of this meeting. (See sample Invitation to Membership letter.)
2. "Tapping" —Potential members are recognized publicly at the start of class by current members and are invited to an orientation meeting.
3. If you are unable to obtain a list of qualifying students from the Registrar, develop a clever advertising campaign that informs students of Kappa Delta Pi's mission and invites them to an orientation meeting.
4. Creative publicity also can be used to advertise for potential members. Those meeting the application requirements can then be invited to an orientation meeting.



Note: Formal invitations may be purchased from Society Headquarters.

Sample Letter

Invitation to Membership Letter

(Date)

Dear Honor Student:

Congratulations. You have been nominated to membership in Kappa Delta Pi, one of the largest and most prestigious educational honor societies in the world, due to your outstanding scholastic achievements in the field of education. With over 550 active chapters throughout the world, Kappa Delta Pi is dedicated to the ideals of Fidelity to Humanity, Service, Science, and Toil.

You are invited to consider membership in the _____ (Greek chapter name) Chapter of Kappa Delta Pi, located at _____ (institution). It is our goal to recognize scholarship and enhance the professional development of our members. Enclosed you will find our brochure entitled "Kappa Delta Pi," which should answer most questions about the honor society.

_____ (Greek chapter name) Chapter has been at _____ (institution) since _____ (date installed). Our chapter has _____ (describe the programming completed by the chapter and awards bestowed upon members). Additional information can be obtained during an obligatory orientation meeting on _____ (date, location, and time). The initiation ceremony for new members will be held on _____ (date and time) at _____ (place).

The Kappa Delta Pi membership committee of the _____ (Greek chapter name) Chapter hopes you will take advantage of this unique opportunity to add to your educational credentials by becoming active in a Society of scholars honored for its contributions to education. We look forward to having you as a member of Kappa Delta Pi and getting to know you better at the orientation meeting. Once again, congratulations!

Sincerely,

(Name)
President
(Greek chapter name)
Kappa Delta Pi

Note: If someone in the chapter has access to a Listserv, you could address the letters to the individual candidates for membership, then open the letter by saying, "Congratulations, honor student."

Additional items you may want to include in the invitation letter:

- A breakdown of the costs to join
- Contact information of an officer/ membership committee person who can answer questions, receive RSVPs, etc.
- A statement confirming that the candidate must attend the initiation ceremony (per Society Bylaws)

Sample Program

Invite New Members through ‘Tapping’

“Tapping” new members is publicly recognizing students who have met the standards for membership into Kappa Delta Pi. In addition to this recognition, it also is an opportunity for the chapter to become more visible to all education students and promote its achievements.

Membership Chair Tapping Instructions*

1. Identify the list of students eligible for membership two or three weeks before the meeting to instruct members on tapping procedures.
2. Set a meeting date, time, and place. Advertise.
3. Obtain a current schedule of each student eligible for membership.
4. Write letters of invitation and have envelopes ready for each student at the chapter meeting. Each envelope should contain a letter, a membership application, a news release permit, an initiation ceremony form, and a society brochure.
5. During the “tapping meeting,” each member checks his or her schedule against the schedule of students to be tapped. Members can “tap” during their free hours on campus or during their own class, upon receipt of permission from the instructor.
6. Members are given instructions for the tapping process, and questions are answered. A time limit is set for when this process is to be completed (usually 3–4 days, never more than 5).
7. Remind members at the close of the “tapping meeting” when the orientation meeting for new members is to be held. All members who tap are encouraged to attend the orientation of new members.

Student Tapping Instructions*

1. Prior to the day you want to tap the student, contact the class instructor and seek permission to use only two minutes of class time to tap a new member. Thank the instructor in advance!
2. On the scheduled day of tapping, arrive early, well-dressed, wearing your Kappa Delta Pi pin.
3. **SCRIPT:** Introduce yourself to the class. You say: *“As a member, I represent the (Greek chapter name) of Kappa Delta Pi, International Honor Society in Education. Based on the high ideals of the Society—Fidelity to Humanity, Service, Science, and Toil, I am present to tap a new member. The qualifications for membership are (insert chapter’s membership criteria). It is with pleasure and honor that I tap for membership today, (name). Congratulations! We hope you will plan to join, to be recognized for excellence in education, and to enhance your professional development.”* You should then begin the applause and hand the student the envelope.

* (This function also may be performed by the President or Counselor.)

Step Five: The Orientation Meeting

Every chapter should aim to initiate members who plan to participate actively in the chapter's activities and assume leadership positions. How you orient potential members to Kappa Delta Pi can have a direct effect on the level of commitment demonstrated by your new members.

The orientation meeting is your chapter's opportunity to share all the great things that Kappa Delta Pi and the chapter do to impact education outside of the college classroom. This is your chance to show other education students how they can put their learning into action through Kappa Delta Pi.

The Orientation Meeting should:

- be uplifting and positive, and demonstrate that this group likes to have fun;
- stress how your chapter is impacting education in a positive way;
- demonstrate how Kappa Delta Pi provides students with the opportunity to put their classroom learning into action;
- promote the activities of the chapter;
- instill the desire to be a committed and active member, that Kappa Delta Pi is more than a line on the résumé;
- make clear the expectations of participation in chapter activities; and
- emphasize that membership in Kappa Delta Pi is also membership in an International Society active throughout the United States and abroad.

See the sample Orientation Meeting Agenda to assist in developing an effective orientation meeting for your chapter.

Sample Orientation Meeting

Note: Samples of Society brochures are available from Headquarters.

Items You Will Need:

- Computer and projector;
- Script;
- Local chapter display;
- Local chapter informational handouts;
- Society brochures (all free, order through Headquarters):
 - Kappa Delta Pi green brochure;
 - “20 Reasons to Become Involved in Kappa Delta Pi” (bookmark); and
 - “Most Frequently Asked Questions” (about membership);
- Tables for Society and local chapter displays; and
- New initiate information forms.

Meeting Location and Set-Up:

Choose a room for the meeting that is large enough for two displays and chairs for the number of prospects invited to attend. An orientation PowerPoint located on the KDP Web site under Forms/Brochures can be shown.

Set up a local chapter display on a nearby table. If your chapter doesn't have a display, one can be created very simply. Consider including some of the following:

- Pictures from various chapter activities;
- A calendar of chapter events;
- The scrapbook the Historian keeps of chapter events;
- Pictures of chapter members (individual or group); and
- Quotes from members on how Kappa Delta Pi has made an impact on them.

On each chair, place the following handouts:

- “20 Reasons to Become Involved in Kappa Delta Pi” (bookmark);
- “Most Frequently Asked Questions” (about membership);
- New initiate information form; and
- Any other handouts you would like them to have.

Basic Meeting Agenda:

1. Welcome and introduction
2. Kappa Delta Pi, International Honor Society in Education
 - a. Brief Society history, activities, and accomplishments
 - b. Membership benefits
3. Kappa Delta Pi, the local chapter
 - a. Brief history
 - b. Introduction of officers and members
 - c. Chapter activities
4. Membership expectations
 - a. Attendance and participation expectations
 - b. Membership dues
5. Question and answer
6. Conclusion (completion of new initiate information form*)

Orientation Meeting Script

You will want to assign officers and members of the membership committee parts of this presentation.

Welcome!

You have been invited here today to consider membership in Kappa Delta Pi, International Honor Society in Education. Because you are sitting in this room, you already have proven that you have achieved a level of scholarship that qualifies you for distinction and membership in this organization. I congratulate you on your superior performance, and I thank you, because your conscientiousness now is going to make an incredible difference in the lives of children tomorrow.

It is one thing to belong to an organization that just looks good on your résumé and another to belong to an organization that will further your career preparation and opportunities. The question you must ask is whether this organization will offer you the opportunities and resources that will aid you in furthering your career in education. So consider this question while you listen today.

Kappa Delta Pi, International Honor Society in Education

Let's begin with a brief PowerPoint presentation, which will provide you with information about the beginnings of the Society and where it is today.

(Show PowerPoint presentation.)

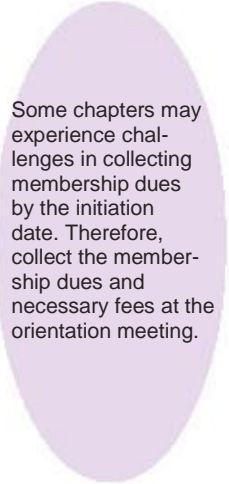
As you can see, Kappa Delta Pi is an organization that spans the globe, though North America is where chapters are located. You will find chapters in Florida, Maine, California, and even Alaska. Chapters are localized units of the larger Society that organize programs and provide professional development programs on a local level. Here is an example of what chapters are doing:

- *Participating in Reading Is Fun Week;*
- *Sponsoring Celebration of Teaching programs;*
- *Participating in National Day of Service programs;*
- *Conducting literacy campaigns;*
- *Sponsoring mentoring programs;*
- *Holding Mock Interview programs;*
- *Networking with educators, participating in leadership conferences, conducting job fairs; and*
- *Most importantly, preparing members to ultimately have a positive effect on the lives of children.*

As a student in the field of education, what experiences and resources do you need to be successful in the field? Look at some of the services and opportunities that your Kappa Delta Pi membership can provide:

(Refer to the following items in the Society display as you describe them.)

1. *New Teacher Advocate*
2. *Kappa Delta Pi Record*
3. *The Educational Forum*
4. *Books and monographs—see Publications catalog*
5. *Biennial Convocation*



Some chapters may experience challenges in collecting membership dues by the initiation date. Therefore, collect the membership dues and necessary fees at the orientation meeting.

6. Scholarships
7. Professional networking
8. Insurance
9. Personal Discounts
10. Store Catalog

Kappa Delta Pi Local Chapter

Now that you have seen Kappa Delta Pi on an international level, let us tell you about the chapter here at _____.

(Use the following outline to specify information about your chapter to share with attendees.)

- A. Brief History
 - a. Installation date
 - b. Noteworthy historical facts
- B. Membership and Leadership
 - a. Number of members
 - b. Introduction of officers
- C. Chapter Activities and Accomplishments
 - a. Briefly describe the activities in which Kappa Delta Pi is involved or those that the chapter sponsors
 - b. Awards/Recognition
- D. Membership Participation Expectations
 - a. Membership participation incentives
 - b. Points program

Active Membership Criteria

Once you join Kappa Delta Pi, you are a member for life. To remain active and receive benefits, however, you need to pay annual dues. The member dues structure is as follows:

- Kappa Delta Pi Dues (for new members) \$39 – 1-year / \$72 – 2-year
- Local Chapter Dues \$__
- Renewing Membership Dues \$39 – 1-year / \$72 – 2-year

Where else can you have access to benefits like these for dues this low?

Question and Answer

(Open the presentation for questions and answers.)

Conclusion

Before you leave, take a moment to review the mission statement of this Society (in the Society display).

Do you want to be a part of an organization that recognizes scholarship and excellence?

Do you want to be a part of an organization that promotes the development and dissemination of worthy educational ideas and practices?

Do you want to be a part of an organization that enhances your growth and leadership development?

Do you want to be a part of an organization that fosters reflection on issues in education?

Do you want to maintain a professional network?

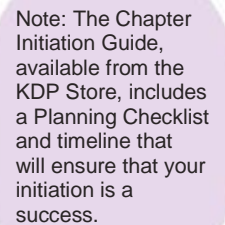
If you would like to become a member of our organization, please complete the New Member Initiation Form that was on your chair and return it to the table in the back. Thank you for considering Kappa Delta Pi!

Step Six: Initiate New Members into Kappa Delta Pi

If you have followed the previously recommended steps for member recruitment, your chapter is ready to initiate an outstanding group of individuals. These individuals have qualified for membership through their scholastic achievements and have demonstrated their commitment to the organization through their active participation. They are now ready to commit to Kappa Delta Pi membership in the Initiation Ceremony.

A well-orchestrated initiation will continue to communicate the importance of the commitment to Kappa Delta Pi membership. For this reason, if your chapter membership allows, appoint someone to serve as the Initiation Coordinator.

The initiation ritual is the one element that is universal to all Kappa Delta Pi chapters. It should be followed verbatim; however, there are things your chapter can do to tailor the initiation to your chapter's style. For ideas on enhancing the chapter initiation experience, consult this Web site or contact your Regional Chapter Coordinator at Headquarters.



Note: The Chapter Initiation Guide, available from the KDP Store, includes a Planning Checklist and timeline that will ensure that your initiation is a success.

Step Seven: Develop and Conduct a Membership Participation Incentive Program

“Committed” chapter members are individuals who will help your chapter meet its goals of impacting education on your campus and in your community. They will actively participate in the activities of the chapter. They are members who have a strong interest in expanding their skills and professional knowledge by attending guest speakers’ presentations, participating in the Reading Is Fun Week, Celebration of Teaching, and/or Day of Service projects, helping with chapter fund-raising, and attending chapter meetings.

For most people, commitment to an organization does not result from an invitation to join. It must be developed and cultivated by positive experiences and opportunities offered by the chapter. These benefits and rewards will help members develop a greater sense of awareness of the Society’s purpose and provide incentive and motivation to belong.

Members who actively participate in their chapters seek leadership positions or contribute to committee work. Members who maintain involvement with their Kappa Delta Pi chapter see the value of their membership and continue to renew and participate each year.

Membership Participation Incentive Programs vary greatly from one campus to another. Many chapters use a point system to allow for flexibility while maintaining a minimum expectation of participation. Examples of incentive plans used by chapters of varying sizes and campus type are noted on the following pages. Tailor your program to meet your chapter’s needs.

A good incentive program should accomplish the following:

1. Communicate to members that Kappa Delta Pi membership is a recognition that extends beyond honor only and can enhance one’s career in education through active participation. It can be much more than a line on your résumé.
2. Cultivate in members a desire to contribute to the field of education and the betterment of society. Becoming/being a teacher is much more than lesson plans or discipline policies. It is a way of living and a way of thinking.
3. Recognize the efforts and accomplishments of members who strive to uphold the Society’s Ideals—Fidelity to Humanity, Science, Service, and Toil.
4. Educate members about the Society on an international level. Kappa Delta Pi membership is more than belonging to the local chapter.
5. Provide enough ongoing events and opportunities to keep members excited and interested in chapter activities, but not so many that members become discouraged from joining or participating. It is important to achieve a balance of meeting individual needs while not overextending members.

How to develop a Membership Participation Incentive Program

Evaluate the chapter’s marketing plan.

How does your chapter command its presence on campus? Do the education faculty members and students even know what Kappa Delta Pi is? How do you educate members about Kappa Delta Pi and your local chapter? How are the events (that you spend energy and time planning) advertised and publicized? Who has chosen not to join or not to participate and why?

Some ideas for marketing your chapter might include:

- Set up a booth at the student activities fair;
- Post times of chapter events in the campus calendar;
- Sponsor a one-day workshop for all education students;
- Announce chapter functions in education classes;
- Notify local school administrators of chapter activities;
- Distribute Society brochures;
- Secure and maintain a chapter bulletin board in the education building;
- Conduct a member satisfaction survey;
- Publish a newsletter;
- Take a chapter photo for the university yearbook;
- Invite local teachers and administrators to join your chapter; and
- Invite university administrators and faculty members to join your chapter.

More marketing ideas are available upon request. Contact your Regional Chapter Coordinator at KDP Society headquarters.

Develop sets of clear, realistic, flexible, and measurable expectations for members and officers.

Membership participation expectations will vary from chapter to chapter. Separate policies may be needed for general members, committee chairs, and officers. Expectations need to be realistic and flexible because many members are very busy and have various commitments. Consistency and fairness will result when the policies are written in a clear and quantitative manner. Be sure to include consequences, if any, that will occur when expectations are not met.

Provide opportunities for involvement that give members a sense of ownership, community, and pride in KDP.

Create officer positions in addition to those required by Society Bylaws, and create committees from the general membership for each project. The goal is to involve each and every member in some way.

Hold regularly scheduled meetings to:

- Discuss chapter events in progress;
- Brainstorm new ideas;
- Involve members in some programming decisions;
- Inform members of Society events;
- Conduct social activities such as holiday dinners or chapter retreats;
- Recognize the accomplishments of members; and
- Build a network of contacts and friendships among members.

Personally invite inactive members to become active again.

In today's busy world, it is not uncommon to find people shuffling commitments and priorities to get everything done. Simple initiatives such as "We Missed You" postcards or personal phone calls to inactive members can motivate members to reactivate.

Award and recognize members using positive reinforcement.

Your chapter can develop creative ways to recognize members. Certificates, pins, and plaques are popular ways to commend efforts. Letters of commendation from the university president, dean, or department chair, as well as scholarships and awards, should pique the interest of members.

Recognize active participation by offering door prizes or raffles at meetings.

Prizes could include:

- KDP Store merchandise;
- Teacher supply store items;
- Books for professional, classroom library;
- Dinner with the counselor, dean, or prestigious guest; or
- Tickets to campus events.

Assign point values to be earned and accumulated from meetings attended or time served on a particular project. Members could earn points toward:

- Initiation;
- Service awards;
- Free honor cords;
- Reference letters for member portfolios; or
- Paid attendance to workshops and conferences.

Recognize member accomplishments via the media. Submit news releases to the university newspaper, radio station, local newspaper, local television station, and members' home newspapers. Information also can be publicized at the initiation ceremony, the university honors awards banquet, or the chapter or university Web site.

Update chapter bylaws to include participation policies.

Every chapter is expected to update chapter bylaws each biennium. Any chapter policies that are added or changed must be voted upon by the chapter membership. Two-thirds of the chapter (a quorum) must vote in order for the change to be approved and valid. This vote may take place at a chapter meeting or through a ballot that is mailed to all members. The motion must pass by a majority vote. The chapter bylaws also must be sent to Society Headquarters for approval.

Effectively communicate expectations and membership benefits to all members.

Once you have a plan in place, you will want to determine the best ways to convey this information to your members. It is best to have your policies and benefits in written form for all members. A welcome packet containing attendance and participation policies; benefits of membership (tangible and intangible); officer, committee, and event descriptions; a calendar of events for the academic year; and officer contact information is an effective tool. The packet can be distributed and discussed at the orientation meeting or prior to initiation. Other communication tools include a Web site or chapter newsletter.



Membership Recruitment Guidebook