

# 2020-2021 Chapter Recruitment Incentives



Chapters have two opportunities to earn recruitment incentives this year!

- **Any good-standing chapter that hits or exceeds 50% of their annual recruitment goal before December 31<sup>st</sup>, 2020 will receive a \$50 credit to the KDP Store.**
- **For every new, qualified member over the annual recruitment goal, good-standing chapters will earn \$10 in store credit.**

## Find the Recruitment Goal

- Log in to MyKDP (<https://www.kdp.org/logon.aspx>). As a chapter officer you will see the Chapter Management tab. Under the Chapter Management tab select the Chapter Profile tab. This year's recruitment goal will be listed here.
- This is the goal for the 2020-2021 fiscal year, which runs from July 1, 2020 through June 30, 2021. If you have questions about the established goal, reach out to your [Regional Chapter Coordinator](#).

## Recruit

- Now that you know your goal, make your best effort to exceed that number before the end of the fiscal year (June 30, 2021).
- Review your [chapter bylaws](#) to ensure they meet the Society membership requirements and maximize your chapter's recruitment opportunities.
- Make sure you are conducting a comprehensive recruitment. Consider these ideas:
  - Recruit students who might be overlooked such as those in music ed, ag ed, physical ed, etc...
  - Recruit graduate and doctoral students who meet the KDP requirements.
  - Recruit online students.
  - Invite faculty, professionals, and alumni from the community to initiate with the chapter.
  - Plan a second (or third) initiation ceremony, or conduct informal initiations for people who miss the formal ceremony. KDP HQ will also host virtual ceremonies online that you can utilize.
- Talk to your [Regional Chapter Coordinator](#) for more recruitment ideas.

## Earn

- Fall Incentive: Exceed 50% of your goal by December 31<sup>st</sup> to earn a \$50 credit (issued by February 1<sup>st</sup>).\*
- Annual Incentive: Chapter earns \$10 in store credit per initiate above the goal (issued by August 1).\*
- Store credit will be capped at \$500 (equal to 50 initiates above the recruitment goal).
- Initiates must be approved before December 31<sup>st</sup> to earn fall incentive and June 30 to earn annual incentive. Chapters may earn both incentives.

## Submit

- KDP HQ will monitor recruitment and will calculate the final credit after June 30, 2021.
- Submit your 2020-2021 [Semester Celebration reports](#) to monitor your own recruitment efforts.

Recruitment incentive credit will be non-transferable, equal no cash value for unused credit, cannot be combined with other offers, and will need to be used by December 1, 2021. Applicable to KDP Store purchases only. Amount will not count toward taxes, shipping or outstanding invoices. Other restrictions may apply.

\*New chapters are not eligible for this recruitment incentive.