

MOTIVATING YOUR MEMBERS



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AGENDA

- × Why Motivate Members?
- × Enhanced Membership System
- × Other Chapter Ideas
- × International Initiatives
- × Your Ideas
- × Question and Answer

WHY MOTIVATE MEMBERS?

× Do you have:

- + Very few members attending meetings and events?
- + Low moral?
- + A few members doing all of the work?
- + Desire to win a Hallmark Award, but don't know how you'll get there?

Then you need to think about
MOTIVATING YOUR MEMBERS!

ENHANCED MEMBERSHIP PROGRAMS

- ✦ Enhanced Membership Programs are systems that are designed to maintain active membership by offering distinct opportunities for involvement with clear incentives.

ENHANCED MEMBERSHIP PROGRAMS

- × 1.) Make chapter commitment to begin program
- × 2.) Decide what type of program will work for your chapter
- × 3.) Establish program levels and criteria
- × 4.) Establish rewards for members
- × 5.) Implement program
- × 6.) Get feedback
- × 7.) Revise as necessary

DIFFERENT TYPES OF PROGRAMS

- × Hours Programs
- × Checklists
- × Points Systems
- × Mixture

What will work for *your* chapter?

ESTABLISH MEMBERSHIP LEVELS

- × What will the levels be?
 - + One through Five Star
 - + Bronze to Gold

ESTABLISH REWARDS

× Example:

- + Complimentary Graduation Stoles
- + Member of the Month Awards
- + Recommendation Letters
- + Scholarships

EXAMPLE: POINTS SYSTEM

- × Students are awarded points for participating in a variety of activities including:
 - + Attending meetings/events
 - + Making/Soliciting donations
 - + Distributing flyers
 - + Community Service
- × Students typically earn eight points for each hour of service.
- × Donation opportunities are limited so members do not “buy” points.
- × It typically takes three hours of non-Phi Theta Kappa related community service to earn eight points.
- × Not all community service activities can be converted into points. While donating blood or attending a charity event are both worthwhile activities, they will not earn members points.

MEMBER BENEFITS

- ✘ Star certificates are awarded at the end of each semester.
- ✘ Members earning three star status receive a letter of recommendation from an advisor.
- ✘ Members earning five star status receive a letter of commendation from the college president.
- ✘ Star status indicated on student leadership transcript.

MAKE CHANGES

- × Each year, make changes
- × Ask members their opinion
- × Be open minded to new ideas

OTHER IDEAS - SCHOLARSHIP

× Remind Members:

- + Certain scholarships are only available to ACTIVE members
- + Active members are better candidates for scholarships
- + Colleges need more than a GPA

OTHER IDEAS - LEADERSHIP

- × Remind them that leadership is important!
- × Leadership Development Transcript
- × Recommendation letters (chapter or HQ)

OTHER IDEAS - SERVICE

- × Remind members there are lots of opportunities to give back to the community
- × Give members opportunity to bring family to service events

OTHER IDEAS - FELLOWSHIP

- × Offer free food for events
- × Make sure chapter includes everyone – no cliques!
- × Have fun events too!

INTERNATIONAL INITIATIVES

- × New program introduced in 2007
- × Alpha testing going on now
- × Will release after Beta testing
- × Focuses on individual growth and leadership

YOUR IDEAS

What are some ideas that have worked for *your* chapter?

QUESTION AND ANSWER

Any questions?

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