

REACH

REWARDS

What if your chapter could earn rewards for adding new members? What if the rewards you earned added up to free graduation stoles for your chapter?

Well, now you can do just that.

We've designed a rewards program for chapters focused on **R**ecognizing **E**xcellence in **A**cceptance and **C**ompletion with **H**onors.

For short, we're calling it REACH Rewards. The **REACH Rewards** program will encourage membership by rewarding chapters that achieve or exceed a 15 percent acceptance rate.



THE START

It starts with our mission – to recognize the achievements of students and to provide opportunities for their growth.

- REACH Rewards supports Phi Theta Kappa's mission by encouraging membership growth and chapter development.
- Our students make the grade, and our Society should too. Globally, our membership acceptance rate hovers at 11 percent. That means for every 100 students who are eligible for Phi Theta Kappa membership, only 11 accept and experience the benefits of membership.



THE REACH

Here's how the REACH Rewards program works.

- Enrollment is automatic.
- Achieve or exceed a 15 percent acceptance rate
- Rewards will be based on the calendar year.
- REACH Rewards will be calculated using:
 - Number of new members
 - Acceptance rate for the chapter
 - Graduation rate for the institution
- We'll present our first REACH Rewards in Spring 2017 based on 2016 membership acceptance.



THE TOOLS

Is it time to ramp up your recruitment strategy?

- Explore our Visibility and Recruitment Toolkit for tools to spread the message about membership at ptk.org/toolkit.
- Connect on Facebook, Instagram and Twitter — share your experiences and learn from other chapters.
- Have a strategy that's getting results? Tell us about it at news@ptk.org.



THE REWARDS

REACH Rewards deliver free Phi Theta Kappa honors stoles and more!

- Free Phi Theta Kappa honors stoles (each a \$24 value)
- More students experiencing Phi Theta Kappa benefits
 - Receiving scholarships
 - Learning leadership
 - Cultivating essential soft skills
- Realizing opportunities they never imagined
- More members engaged in chapter programs
- More members for leadership positions
- Improved college graduation rates