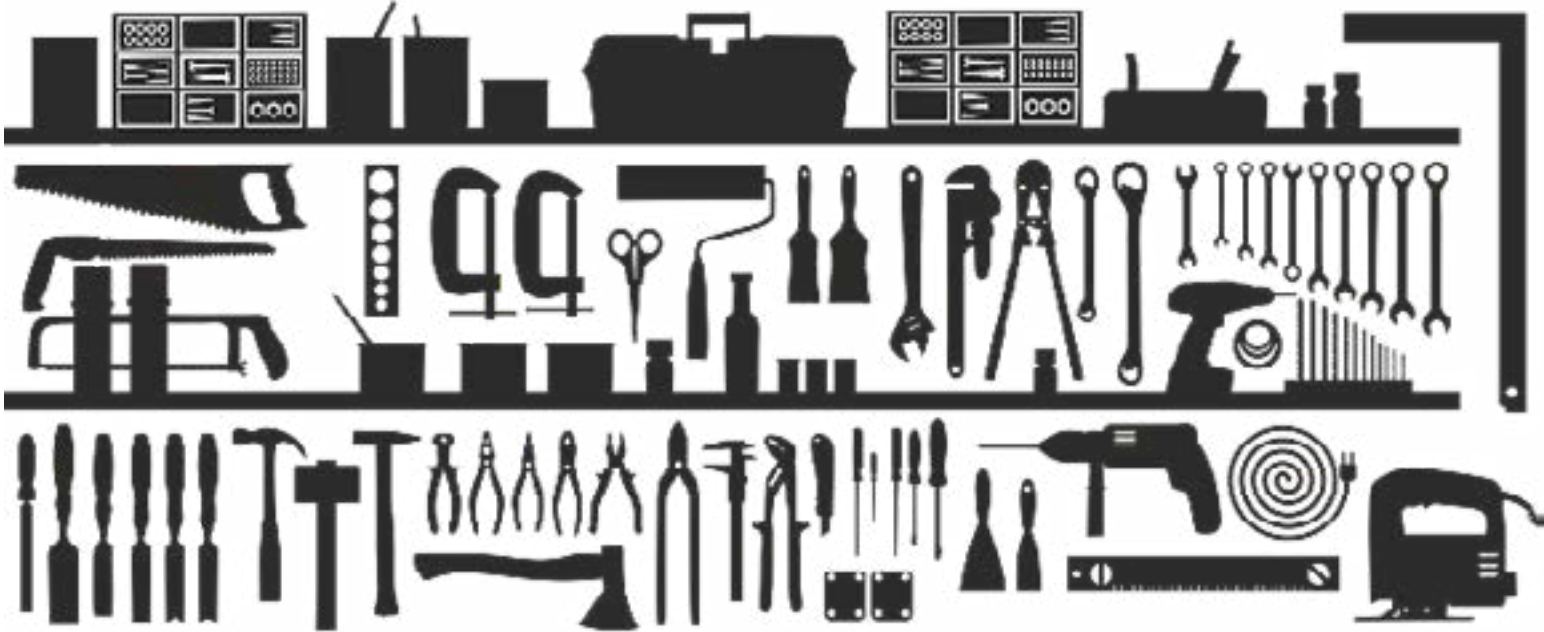


# ALPHA LAMBDA DELTA'S INVITATION TOOL KIT



## Discover the Tools for Increasing Membership Yield

Dear Chapter Advisor,

We understand you have a lot on your plate. We want to help you as much as we can, to make your Alpha Lambda Delta chapter and invitation as successful as possible.

Did you know that over 100,000 students are eligible and invited to join ALD each year, and that only 25,000 accept membership? We want to help you increase yield so that more eligible students understand the value of ALD membership and accept their invitation.

Here you will find the tools for increasing membership yield:

- Tips for successful membership invitations
- Links to some of our pre-written correspondence you can customize
- An offer for help

Thank you in advance for all your hard work. We appreciate you more than you know.

Alpha Lambda Delta Headquarters

**Customizable chapter documents available at:**  
[www.nationalald.org/resources](http://www.nationalald.org/resources)

## The Invitation

Hopefully students have heard of ALD before they receive their official invitation to join, but if not, the invitation is their first impression – so make it a good one! Whether you use MHS or not, think of ways to customize the email invitation. Incorporate specific information about your chapter – events, traditions, and local scholarships you offer. Add student quotes and testimonials about the impact of ALD membership. Add pictures of current members engaged in an activity. These are all ways that indicate ALD is legitimate and active on campus.

## Send Your Invitation Early

Can you access the list of eligible students soon after grades are finalized? Can you send the invitation sooner than you have in the past? We are seeing from many chapters that the earlier they send the invitation, the better their yield. Even if your induction ceremony is not until later in the spring, the earlier invitation improves yield because students are receiving many invitations, and many are not true honors organizations. Students join them and think they can't or shouldn't join ALD. Our goal is to beat the flood of other organizations vying for your prospective members' attention. Added bonus: new members have more time to be involved with the chapter during their first year!

## An Email from You

MHS is a convenient tool for students to accept membership online, but the email can sometimes be perceived as spam. An email from your campus .edu account can be quite effective, sent either a few days before the MHS invitation goes out, or a week or so after. Student officers can send emails as well. ALD HQ can help provide a list, so it only goes to those who have not accepted yet and not the entire invite group. See [sample email](#).

## Visibility

Is ALD known on campus? Will a student recognize the name when they get invited? It can be tough to attract students to Alpha Lambda Delta if the society doesn't have much of a campus presence. The more you can get the word out about ALD, the less likely an invitee will question whether it's legit. Tabling in the lobby of the Student Union or a main academic building is a popular activity and a good vehicle for involving current members as volunteers to staff the table.

## A Letter Home

Parents love us and are often the ones encouraging students to accept membership, and even paying the membership fee. Anything you can send to the home address can help, whether it's something addressed to the parents or to the students themselves. Be sure to check for typos and missing information. Carefully check spelling, grammar, and format; an invitation to join an academic honor society should not have mistakes and look sloppy. ALD HQ is happy to proof any letter you're looking to send, so you know the most up-to-date information is being used. See [sample letter](#).

For the last few years, ALD Headquarters ran the Invitation Postcard project. The postcard has been changed to a letter this year. Stay tuned for more details and an opportunity to opt-in to us sending the mailing for you.

## An Email to Your Colleagues

Many students will ask faculty and staff on campus about the invitations they receive, looking for advice. Do your colleagues know about Alpha Lambda Delta? An email from you can help your colleagues understand that ALD is legitimate, and in turn they can encourage students to join. Examples of who to send it to include academic advisors, first-year experience staff, 100-level course faculty, and the honors program. See [sample here](#).

## Information Sessions

Oftentimes students have questions about their invitation and want to know more about ALD before committing. Hosting Information Sessions can positively impact yield. These can be in person, online, or hybrid. We provide a [sample PowerPoint presentation](#) you can customize. Be sure to tell students about Information Sessions in their invitation and/or reminders. In addition, ALD will sponsor a series of online Information Sessions that we will facilitate.

## Online Presence

Have you ever searched for 'Alpha Lambda Delta' on your institution's webpage? What do you find? Does your chapter have their own website? A presence on social media? More importantly, are there recent, updated posts? Student feedback tells us that seeing old posts or an outdated website is more of a deterrent to joining than no presence at all. Make sure the information out there about ALD is current.

## Online Induction Ceremonies

We will be offering a schedule of [online induction ceremonies](#) throughout the spring 2023 term. Stay tuned.

## Membership Fees

Is cost a major factor at your institution? Alpha Lambda Delta's membership fee is relatively low among honor societies, but it still can tax students' budgets, especially if they're getting invitations from multiple groups. Remember that we offer fee waivers (limited to 1 per 30 initiates), and perhaps there are departments on campus who can help fund the fee for students in need. Or maybe your chapter dues push the total fee too high. Can they be lowered?

## Large Chapter Syndrome

There are a handful of very large ALD chapters, and we are happy so many of your students are joining! We hear, though, that some advisors feel overwhelmed with that many students, or feel it's challenging to keep them all engaged. Our take? The more the merrier! Remember that there will always be students who simply want to be a member and have no interest or time to participate in chapter activities. This is OK! Passive membership in ALD has its place. It allows the student to be recognized for academic achievement and proudly include the honor on their resume. They are eligible for graduate fellowships for the rest of their life and can access all of our online benefits at their own pace. Finally, keep in mind that the more students who join the chapter, the more ALD scholarships your students can receive. Any chapter can submit one applicant. Two applicants are allowed for chapters initiating 150-299 members, three applicants for chapters initiating 300-499 members, and four applicants for chapters initiating 500+.

## Set a Goal

Consider setting a goal to raise your chapter's acceptance rate by, say, 10 percent this year compared with last year or recent years. If you've been getting 50 percent to accept, shoot for 55 percent this year; if 60 percent, go for 70; etc. You'll be more likely to see progress if you have a target. If the society experienced an across-the-board increase of 10 percent, that would mean 2,500 more new members would receive the benefit of Alpha Lambda Delta membership this year than last.

## Think Outside the (tool)box

All of these ideas are suggestions, not rules. If something else works better on your campus, go for it! In fact, please email us your successful ideas and documents so we can share them with other chapters.

## Let ALD Headquarters Help You

Are you overwhelmed with your workload and do not have time to spend on the ALD invitation or any other recruitment materials or graphics? Delegate it to us! Email [eileen@nationalald.org](mailto:eileen@nationalald.org), and let us take some of these tasks off your plate. Take care of yourself, and let us do the work for you.

## Invitation & Induction Checklist

Use this invitation and induction timeline to help you keep track of your task list.

- Select Induction date/time/place; reserve space and/or sign up for an online ceremony
- Decide if you want a reception, guest speaker
- Plan all the ways you'll invite students (email, MHS, letter home)
- Request list of eligible students
- Send invitations to prospective members
- Host Information Sessions
- Select and invite honorary members
- Decide procedure of ceremony
- Send reminders for induction ceremony
- Ensure timely schedule to receive certificates and pins shipment in time
- Create a ceremony program that lists inductee names
- Plan for supplies for ceremony (candles, ribbons, decorations, tablecloth, insignia cloth, signature sheets, pens, etc.).
- Conduct induction ceremony according to Rituals
- Take Pictures! Post online (tag @nationalald) and/or send to ALD HQ
- Have fun! This is a serious occasion, but it should also be fun and memorable.

## Your Spring 2023 Challenge

We challenge you to implement one new idea this year! Whether it's sending a mailing home, hosting info sessions for the first time, or sending an email from your campus email address — we challenge you to add one new item to your toolkit and invitation outreach!

### Which new idea will your chapter implement?

We'll ask you to share the answer in your Annual Report.