

A Business Card Template with Talking Points for Vice-Presidents for Membership: A proposal the Phi Delta Kappa membership committee.
Presented on November 28, 2006

I propose that we provide on the international website a business card template with seven talking points on the back that could be downloaded by chapter vice-presidents for membership and used as a tool to recruit new members into the organization. In addition, it may be beneficial to provide the template to other chapter officers. Lastly, the template to be made available to CMLs could be modified to include the talking points on the back side of the card.

Providing a business card template will:

- Be viewed as a positive “perk” for the vice-president for membership. I personally take pride in having a CML business card and I am sure that many of the vice-presidents will appreciate this gesture.
- Provide motivation in approaching potential members. Hopefully, the v. p. will want to get his name and position out to other educators using the business card.

Providing a business card template with talking points will also help:

- The V.P. remember and present clearly seven of the key reasons for becoming a PDK member.
- The prospective member recall some of the reasons for joining PDK
- Provide the prospective member a means of contacting the vice-president
- Provide the prospective member the international website address for perusal

I propose that the back of the card include the following seven points listed below. This will be all the more powerful in that the seven reasons for membership will be mirrored on the international website and other publications.

Why become a member of PDK?

- *Quality Source for Research* - the latest in educational research, theory , and practice published in the Phi Delta Kappan
- *Connections to Other Educators* - in local chapters and the global community
- *Security*- group rates on professional liability , health, life, and auto insurance
- *Searchable Archives*- online access to 38 yrs of polls etc.
- *Professional Enhancement*- scholarships & fellowships, discounted publications, and conference fees
- *Savings*- awards, opportunities for leadership and service
- *Practical Resources*- E-bulletins for teachers and administrators most available for redistribution

The seven reasons for membership have a brief explanation, which is a modification version of the “official” points but needed to be shortened due to space requirements on a business card.

- The use of a downloadable template will also have the advantage of simplicity in that the chapter officer can complete the entire process of making the business cards. The template has a front and back which can be printed on card stock or pre-perforated business card stock. This can be purchased at many local stores. All the officer needs to do is run the front through the copy machine and then repeat the process for the back. Both sides are perfectly aligned and will make 10 cards per page. The formatting allows for the simple insertion of the new personal information by simply selecting “insert” key on the computer keyboard and then type the new information over the generic template labels.

I would recommend that on the download site a simple explanation of the process be provided for the novice business card printer.

I believe this proposal has the elegance of simplicity, motivation, and practicality that we are trying to develop in our proposals.

Sincerely,

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PLEASE NOTE, BUSINESS CARD TEMPLATES MAY BE DOWNLOADED AT

http://www.pdkintl.org/chapters/co_bc_print.htm

THIS SITE WILL SOON BE UPDATED TO ACCOMMODATE THIS MEMBERSHIP INITIATIVE.