90th Anniversary #PsychEverywhere
Psi Chi Fall 2019 and Spring 2020 Membership Drive

On September 4, 2019, Psi Chi celebrates its 90th anniversary. This year, will you help us ensure that all eligible members are invited to join? In line with this year’s #PsychEverywhere presidential theme, we invite you to participate in our Fall and Spring Membership Drive.

The top six inducting chapters will receive a $50 credit to the Psi Chi Store. Specifically, three chapters will be awarded in fall, and three more in spring*. We hope this helps encourage you to have BOTH a fall and a spring induction this year.

* Recipients will be selected based on the total number of eligible students versus the actual number inducted. (PLEASE NOTE: many chapters had difficulty providing accurate numbers of eligible students. So, for the spring 2020 drive, Psi Chi will determine the winning chapters based on average data of actually-inducted members for the past few years.)

Psychology is all around us, it affects every aspect of your life—even your membership drives. Therefore, to support this year’s #PsychEverywhere theme, we recommend applying psychology principles to your local drives. For example:

- A high percentage of people read personal testimonials when considering a product or service. So, ask about your current members’ satisfaction with your chapter, and then communicate these stories to potential members.
- The uncertainty–identity theory and sociometer model propose that people join groups in order to gain a place in the world and self-esteem, respectively. So, emphasize how Psi Chi involvement can provide both.
- People aren’t loyal to companies, they are loyal to what a company stands for. So, ask potential members about their interests and values, and then show them how your chapter and Society benefits can support their passions.

Tips to Be Successful in Your 90th Anniversary Drives for Fall 2019 and Spring 2020

1. **Advisors**: Ask your school’s Registrar’s Office to provide you with a list of all students who meet the requirements to join. Requirements are listed at www.psichi.org/become_member.

2. **Advisors & Officers**: Invite all eligible people to join. Our special membership invitation template is available at https://psichi.com/InviteMembers.
   - Invite eligible undergraduate and graduate students.
   - Invite eligible psychology majors and minors.
   - Invite eligible online students.
   - Invite faculty members.
   - Let individuals with diverse backgrounds and identities know that your chapter welcomes and values broad sociocultural representation.

3. Download our **Identify–Invite–Induct PDF** for more recruitment ideas and materials.

4. Watch this brief [video by Dr. Marianne Fallon](https://psichi.com/Invitation) to see how she converts more eligible students to become inducted members.

5. Be sure to mention Psi Chi in your classes and answer questions eligible students may have.

Remember, we’re here to help! If you need assistance with your membership drive, please contact the Psi Chi Central Office at (423) 756-2044 or email membership@psichi.org.