

# ALUMNI CHAPTER RECRUITMENT TIPS

- **Search local law firm directories** and cross reference with [P.A.D.'s online directory](#). This could be a great way to reconnect with older alumni and/or have them help recruit within their law firm.
- **Pinpoint common areas in the work place** (ex. kitchen area, receptionist's desk, front lobby) and set aside P.A.D. brochures or member benefit flyers (contact the E.O. for free materials and downloadable flyers).
- **Work with nearby law chapters** to build a P.A.D. presence on campus. This will start building a connection with future P.A.D. alumni who will want to stay involved with your chapter.
- **Advertise P.A.D. national events** while recruiting. Events like P.A.D. Day, Convention, and Leadership Summit all offer valuable professional development and networking opportunities that potential new members may be interested in.
- **Use social media!** Find relevant legal organizations and post to their page about your upcoming meetings or events. Use the P.A.D. social media pages to exchange ideas with other chapters, advertise your events, and share what has worked for your chapter.
- **Partner with local organizations** like the Bar Association to hold networking events or CLE events. Have the link to the online application handy to send to any interested potential new members.
- **Send invitations to local judges** and prominent members of the legal community. Offer free admission to your events, or offer to subsidize part of their membership in your chapter as an incentive to join.
- **Show off your Membership:** If you carry your P.A.D. membership pin, you can show your fraternal connection in an easier, more accessible way. Include your P.A.D. membership on LinkedIn and/or your firm bio as a way to increase visibility of the P.A.D. brand.
- **Utilize Your Recruitment Chair:** If you don't have a Recruitment Chair, appoint one! Allow the chair to form a Recruitment Committee to help grow the chapter.
- **Develop an "Elevator Speech"** of what P.A.D. is and what your chapter does. If asked, you should be able to briefly and concisely explain the benefits of joining.
- **Actually ask Someone to Join:** Talking to potential members in the office or in other organizations you are a part of is a good way to draw them in and learn about P.A.D. When your conversation is over, don't forget to actually ask them to submit an application for your chapter. When you ask many members why they joined initially, the response tends to be "someone asked me to." It's the most important, yet frequently overlooked, part of the recruitment process!

- **Use Your Resources:** Keep in mind the following Executive Office and international resources:
  - *E.O. Staff* is on hand to help at any time with contact lists, help with membership items, connections with other chapters, and much more.
  - *Recruitment Materials* are available for all chapters! Contact the E.O. if you'd like a box of materials.
  - *Payment Plan Options:* We offer payment plans for new member fees, the chapter tax, and Convention expenses. Don't hesitate to use those for less strain on the chapter finances!
  - *Inspiration Fund:* If you want to hold a specific event but don't have the funds, apply for extra funds from the P.A.D. Foundation. Strong events are the cornerstone of recruiting!
  - *Member Benefit Partners:* Advertise the member benefits while recruiting to highlight the financial advantages of P.A.D. membership

## IMPORTANT DEADLINES & DATES

<b>May 31</b>	End of P.A.D. Fiscal Year – Deadline to have initiated a new member OR paid the Chapter Tax
<b>First Monday in June</b>	-Award applications for alumni chapters are due -Annual P.A.D. Day at the Supreme Court
<b>July</b> ( <i>biennially</i> )	P.A.D. Leadership Summit in Washington, D.C. ( <i>2021, 2023, 2025, etc.</i> )
<b>August</b> ( <i>biennially</i> )	P.A.D. Biennial Convention and Leadership Conference ( <i>2020, 2022, 2024, etc.</i> )
<b>November 8</b>	Phi Alpha Delta Founder's Day
<b>December 31</b>	Deadline for alumni chapters to submit meeting minutes and election results for the calendar year
<b>February</b>	Annual Law Mock Trial Competition – contact the Executive Office if you would like to be a volunteer judge!