

QUARTERLY

MEMBERSHIP ROSTERS

How can your district/local society use these rosters more effectively? Below is an overview of the roster distribution process and why and how to use them.

1 PDA's Membership Department compiles and distributes free membership rosters to district/local societies via email on a quarterly basis. This process is overseen by PDA's Membership Committee.

Who are the rosters sent to? → **District/local dental society secretaries, PDA Trustees and PDA Membership Committee members.**

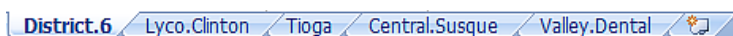
*Per a decision made by the Membership Committee, rosters are **only forwarded to these individuals** to provide a consistent approach. Secretaries are responsible for forwarding the rosters to respective society leaders. Dental society leaders are prohibited from distributing the rosters to an outside person, firm or entity.*

When are the rosters sent? → **March 30, June 30, September 30, December 30**

Rosters are sent via email in Microsoft Excel format.

Where can I find my society's roster within the Excel document? → **On the tab with the appropriate name at the bottom of the document**

The district society roster is listed on the first tab. The following tabs contain the local societies' rosters. Click on the respective tab to open the roster. See screen shot below.



2 Each roster contains information on all members in respective district or local dental societies.

How will I know who is a new member, reinstated member, or a non-renew? → **Rosters are highlighted and color-coded to indicate a specific member status.**

All rosters indicate new members and reinstated members.

new members = blue

reinstated members = green

March and June rosters include non-renews (members in the previous year, but haven't renewed for the current membership year).

non-renews = yellow

September and December rosters include members who are in the Graduated Dues Structure (reduced dues for new dentists; four years of dues reductions).

Grad Dues Structure = purple

Color codes remain the same for each roster.

What information is included on the rosters? →

- Full name
- Last name
- Company
- Preferred mailing address
- Work phone
- Email address
- Join date
- Category (local society)
- Paid thru date
- Member type code

Member type codes also can help you identify a member's status. A member type codes key is available upon request.

3 The objective of the rosters is to increase personal contact with members. Ongoing personal contact with existing and new members can lead to increased participation in dental society activities.

What are some ways our society can use the rosters? →

There are several ways you can use the rosters for recruitment and retention efforts.

Recruitment and retention tips are shared along with each roster.

- **Using the March or June rosters, reach out to non-renews.** Send a personal email, mail a note or make a phone call. Tips for contacting non-renews are available upon request.
- **Contact new members - welcome them, invite them to your next meeting or event.** Make a phone call, send an email, mail a note. Share information about your society and its activities. Let new members know that organized dentistry is here to support them.
- **Contact reinstated members - welcome them, invite them to your next meeting or event.** Make a phone call, send an email, mail a note. Share information about your society and its activities.
- **Send information to your members.** Use the rosters to share information about your society's upcoming meeting or event, distribute your society's newsletter or highlight some of your society's membership benefits.
- **Using the September or December rosters, reach out to new dentists in the Graduated Dues Structure.** These new dentists receive a reduction in membership dues (100%, 75%, 50% or 25%). It is important to communicate the value of membership and the many resources available to new dentists. This is a key segment in which to increase membership retention.

Are we able to request a mailing list or labels? →

Yes, but please note the mailing list/label request fee will apply. The Quarterly Membership Rosters are free.

Mailing list/label fees: \$30 per district, \$15 per local.

PDA's Membership Committee hopes your society will find these rosters to be a valuable asset in recruitment and retention efforts. Please contact PDA's Membership Department at membership@padental.org or **(800) 223-0016** with questions about the Quarterly Membership Rosters.