

Presidential Citation

The PDA Presidential Citation recognizes district and local societies that support PDA's 2020-2023 Strategic Plan by completing certain activities. To be eligible for the award, societies must:

1. Achieve the Citation's goals between **January 1-November 30, 2021**.
2. Complete the submission form found at www.padental.org/componentresources no later than **November 30, 2021**.
3. Provide any required supporting content to Michelle Miller, PDA Component Relations Manager.

Societies can achieve one of the four recognition levels by completing the goals in the specified number of categories.

- **Bronze:** achieve the specified number of goals in **one** category
- **Silver:** achieve the specified number of goals in **two** categories
- **Gold:** achieve the specified number of goals in **three** categories
- **Platinum:** achieve the specified number of goals in all **four** categories

Provide Value Offerings That Are Member-focused

- Achieve at least **three** of the following goals.
 - Host one virtual or in-person networking event for new dentist members.
 - Host two virtual or in-person CE/practice management courses for members.
 - Organize or participate in at least one community charitable event; for example, Give Kids a Smile.
 - Recognize milestone membership years during the current year in the society's newsletters, on the website or social media.
 - Include PDA membership ads in newsletters or on social media at least four times throughout the year. Ads can be downloaded at www.padental.org/componentresources.

Increase Member Engagement

- Achieve at least **three** of the following goals.
 - Oversee an up-to-date website that includes event information and a current list of society leaders or contacts.
 - Maintain an active Facebook page or other social media account for the society by posting or sharing content at least four days a week.
 - Include a PDA presentation in one of your society's meetings. A list of PDA presentations can be found at www.padental.org/componentresources.
 - Ten percent of society members download PDA Go within the year.
 - Five percent of society members respond to at least one PDA Action Alert during the year.

Maintain End-of-Year Membership Numbers

- Achieve at least **two** of the following goals.
 - Utilize PDA's March and/or June Quarterly Membership Rosters to conduct a non-renew contact campaign and gain renewals for at least five percent of total current non-renews.
 - Improve annual retention rate by one percent or if your society's retention rate was 97 percent or more in the previous membership year, maintain it.
 - Conduct a new member welcome campaign and make contact with at least 50 percent of the society's new members.
 - Increase market share among those eligible for active dues by two percent and achieve/maintain a 97 percent retention rate.
 - Achieve membership growth of at least two percent.
 - Achieve membership growth of women or new dentist members by at least three percent.

Increase Leadership Development and Engagement

➤ Achieve at least **two** of the following goals.

- Your society president contacts the district PDA Trustee at least twice a year to share feedback, ideas or general updates from the society. Contact Michelle Miller if you would like your Trustee's contact information.
- At least 10 percent of society members participate in PDA micro-volunteer opportunities, including but not limited to: sharing a PDA social media post or attending a PDA student event.
- Two percent of the society members post in the PDA Go discussion forums at least one time a month.
- Maintain an active new dentist committee or new dentist chair position within the society.
- At least one society leader attended PDA's 2021 Leadership Conference, held July 23-24.
- At least one society leader attends nine of the Leadership Webinars held throughout the year. **This does not need to be the same leader for each webinar.**

➤➤➤ Next steps for your Presidential Citation submission:

- Download the Presidential Citation submission form at www.padental.org/componentresources.
- Complete and submit the form to Michelle at **MLR@PADENTAL.ORG** - please indicate on the form which level of the citation your society has achieved and provide necessary details.
- If required, Michelle will contact you to request additional content for your submission or to verify if your society has reached a specified goal, such as number of PDA Go downloads.
- You will be notified when your submission is reviewed and approved.
- Your society will receive the Citation certificate and recognition for achievement.

Please contact Michelle Miller, PDA Component Relations Manager, at MLR@PADENTAL.ORG or (717) 234-5941, ext. 121 with questions about PDA's Presidential Citation.