

The PDA Presidential Citation recognizes district and local societies that support PDA's 2020-2023 Strategic Plan by completing certain activities. In 2020, the Citation also will recognize societies that provided their members with essential support in response to the COVID-19 pandemic. To be eligible for the award, societies must:

1. Achieve the Citation's goals between **January 1-November 13, 2020**.
2. Complete the submission form found at [www.padental.org/componentresources](http://www.padental.org/componentresources) no later than **November 13, 2020**.
3. Provide any required supporting content to Andrea Castilow, PDA component and membership coordinator.

Societies can achieve one of the four recognition levels by completing the goals in the specified number of categories. *The special 2020 category, Palladium, can be achieved on its own or in addition to another recognition level.*

- **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
- **Palladium:** special 2020 category - achieved at least **one** task to support members in response to the COVID-19 pandemic.

## 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, 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](http://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](http://www.padental.org/componentresources).
  - Maintain an active new dentist committee or new dentist chair position within the society.
  - Five percent of society membership responds 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 Andrea at [ach@padental.org](mailto:ach@padental.org) 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.
- › Twenty percent of the society members download PDA Go within the year.
- › Two percent of the society members post in the PDA Go discussion forums at least four times a month.

## Special 2020 Category: Palladium Response to the COVID-19 Pandemic

- ✿ Your society completed at least **one** of the following tasks or another task to provide your members with essential support and resources in response to the pandemic.
  - › Created and utilized a private group message in PDA Go to foster discussion among local colleagues.
  - › Organized and facilitated a program for members to obtain PPE items such as, face shields, masks or gowns.
  - › Provided local, state or national mental health resources to members.
  - › Organized a virtual event in place of an in-person event - could be a continuing education or social program.
  - › **Did your society provide members with a resource or support not listed above?** Please share it with us! Contact Andrea at [ach@padental.org](mailto:ach@padental.org) to submit details about your society's efforts in response to COVID-19. Your society will be eligible for this special recognition category.

## ››› Next steps for your Presidential Citation submission:

- › Download the Presidential Citation submission form at [www.padental.org/componentresources](http://www.padental.org/componentresources).
- › Complete and submit the form to Andrea at [ach@padental.org](mailto:ach@padental.org) - please indicate on the form which level of the citation your society has achieved and provide necessary details.
- › If required, Andrea 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 Andrea Castilow, PDA component and membership coordinator, at [ach@padental.org](mailto:ach@padental.org) or (800) 223-0016, ext. 123 with questions about PDA's Presidential Citation.*