



Indian Dental Association

Tamilnadu State Branch

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From:

Dr. K.P.Senthamarai Kannan
Hon. State Secretary
IDA Tamilnadu State Branch

To:

Local Branch Presidents & Secretaries,
IDA Tamilnadu State Branch.

Dear Drs,

Subject: Urgent Call to Increase Member Strength - Indian Dental Association Local Branches

Warm greetings...

The Indian Dental Association (IDA) is striving to champion the interests of dental professionals across the State. However, to ensure the collective voice of dentists is heard effectively, we need to bolster our membership strength considerably.

Today, we IDA Tamilnadu state branch reaching out to extend a heartfelt request to all IDA local branch presidents and secretaries to actively engage in increasing the membership base of your respective branches. By encouraging dentists to join IDA, we can foster a strong and united dental community that elevates the profession while addressing the concerns and aspirations of its members.

To aid in this crucial initiative, we propose organizing a dedicated "Membership Drive Week" across all IDA local branches. By pooling our efforts and resources during this specified period, we can collectively achieve remarkable results and significantly increase our membership strength. Below, I have outlined a few suggestions for organizing an impactful drive:

1. Planning and Coordination:

- Appoint a dedicated committee responsible for organizing the membership drive week.
- Collaborate with nearby dental clinics, hospitals, and educational institutions to maximize outreach.



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2. Communication and Promotion:

- Develop compelling promotional materials like brochures, posters, videos, and social media content to showcase the benefits of IDA membership.
- Utilize various platforms, including traditional media, social media, newsletters, and emails, to disseminate information about the drive.

3. Engaging Prospective Members:

- Conduct seminars, webinars, and workshops highlighting the advantages of being an IDA member.
- Offer discounted or waived registration fees for new members joining during the membership drive week.

4. Streamline Onboarding Process:

- Simplify membership application forms and ensure swift processing.
- Provide readily accessible information on IDA programs, services, and resources.

Remember, every new member brings unique perspectives, experiences, and expertise that enrich the IDA community. By expanding our membership, we strengthen our collective voice, influence policy decisions, and enhance the professional growth and development opportunities available to Indian dental professionals.

I kindly request you to cascade this message and initiative within your local branch and allocate necessary resources to make this membership drive week a resounding success. Together, we can empower the dental fraternity in India and shape the future of dentistry for the better.

Should you have any questions or require further guidance, please do not hesitate to contact us.

Thank you for your unwavering commitment to the dental community, and I am confident that together we can achieve remarkable outcomes.

Thank You

Warm regards,
Dr. K.P.Senthamarai Kannan
Hon. State Secretary
IDA Tamilnadu State Branch