



# THE NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS

*Building Leaders Who Make a Better World*

## SOCIETY OVERVIEW FOR PUBLICITY/MEDIA OUTLETS

### WHAT IS THE NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS?

We are the nation's largest leadership honor society, where top students nominated by their colleges come together to identify and achieve their goals.

### HISTORY OF THE SOCIETY:

The Society was founded in 2001 with the sole purpose of creating lasting positive change. Our core beliefs are that one can achieve their dreams with the proper support and dedicated action, and that we accomplish more together than we would achieve alone. It began with founder Gary Tuerack's vision of creating a community where like-minded, success-oriented individuals could come together to learn from and support each other.

### MISSION OF THE SOCIETY:

The Society is an organization that helps people discover and achieve their goals. The Society offers life-changing lectures from the nation's leading presenters and a community where like-minded, success-oriented individuals come together and help one another succeed. The Society also serves as a powerful force of good in the greater community by encouraging and organizing action to better the world.

### CURRENT NUMBER OF MEMBERS AND CHAPTERS:

The Society currently has over half a million members on more than 500 college campuses, who collectively have completed over 282,000 hours of community service.

### MEMBERSHIP BENEFITS:

The Society provides benefits to help members on their own personal success journey. These include access to a Job Bank, Letters of Recommendation and over a quarter-million dollars in Scholarships & Awards.

### PUBLICITY BEST PRACTICES:

- Contact your Chapter Support Manager to let them know of your opportunity
- Make sure you are using accurate chapter statistical and historical information
- Contact the National Office if you are in need of proper Society branding documents or logos
- Refer to us as "NSLS" or "the Society" (versus SAP, etc.)
- Mention all of the great events or achievements the chapter has completed that year
- Refrain from listing all of the chapter administrative tasks that you completed (Pillars, etc.)
- Mention the names of your Advisors and E-Board members when giving chapter credits/accolades

### THE LEADERSHIP PROGRAM:

Students must complete the steps of the program to become an inducted member of the Society. This includes attending an orientation, a three-hour Leadership Training Day, three Success Networking Team meetings and three Speaker Broadcasts featuring leading figures delivering success-related messages to our members. Former speakers include *Huffington Post* founder, Arianna Huffington; Former U.S. Secretary of Defense, Robert Gates; *The Today Show* host, Al Roker; *Inc. Magazine's* #1 Leadership expert, John C. Maxwell, and many others. These steps towards induction take approximately 12 hours over the course of a semester or term. While most members do finish their steps towards induction in a single semester, a member may take longer if needed.

### QUOTE FOR MEDIA REGARDING THE SOCIETY/STEPS TO INDUCTION:

"Students who are nominated by their college have the opportunity to not only be recognized for their past achievements," says Society Chapter President (insert name), "but also receive access to a life-changing five step leadership program, the opportunity to apply for member-exclusive scholarships, inclusion in the Society's online job portal, and discounts on items commonly used by college students."



# THE NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS

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## SOCIETY OVERVIEW FOR ON-CAMPUS AWARENESS

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### WHO IS INVITED TO JOIN THE SOCIETY AND WHEN ARE INVITATIONS SENT?

Nomination criteria is determined by the local chapter leaders. Students are selected by their college for membership based on either academic standing or leadership potential. Candidacy is a nationally recognized achievement of honorable distinction. Invitations are sent one or two times per academic year. Students who do not receive a formal invitation may apply online through a nomination process, wherein faculty recommendation and a brief personal statement are required.

### HOW MUCH IS THE MEMBERSHIP TO JOIN THE SOCIETY?

Society members pay a one-time registration fee of \$85 when applying to join the organization. The fee includes all membership benefits, partner discounts and a lifetime membership. Membership does not expire or require renewal.

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