

Recruiting New Members

Recruitment Ideas for Your Organization!

- Reserve a table at the **Get Involved Fair** and in galleries to promote your organization.
- Start by asking current members why they joined.
- Take photos at meetings & events. Put together a scrapbook or brochure for prospective members to see.
- Create a display to set up at all of your events and bring with you to the **Get Involved Fair**.
- When recruiting members, always think in terms of "What's in it for them."
- Be enthusiastic about the organization you are recruiting for. Remember, personal contact is far more effective than flyers.
- Co-sponsor campus events so that your group's name will get out more.
- Be sure to always have membership information available at all events you sponsor.
- Don't expect a student to find the motivation to come to a meeting across campus in a room full of people they don't know. Offer to meet the person before hand and walk together to the meeting. Then make sure you personally introduce them to others in the group.
- Have membership drives throughout the year, not just at the start of each semester.
- Recruit within the advertisements for your upcoming event. "If you're interested in helping to plan this event, contact..."
- When someone has expressed an interest in getting involved, immediately give them a meaningful task to do.

The work isn't done yet! It is important to find ways to engage both the new and returning members to **KEEP THEM COMING BACK**. They decided to join your organization for a reason, so **KEEP THEM INVOLVED!**

Form committees

Delegate responsibilities

Assign tasks based on members' strengths & interests

Encourage teamwork

Recognize individuals for a job well done

Keep your members motivated to return

Remember, recruitment should be viewed as a year-long, continual process. Always be prepared to discuss how new members can join your organization.

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