

## Recruiting New Members

All organizations share one thing in common – the need to continually recruit members. Recruitment of new members should be an ongoing goal of organizations, and all members should help with recruitment.

### Develop a Recruitment Plan

Different people respond to different stimuli – you should develop a variety of ways to attract members. You need to know what types of people you want to recruit for your organization. A complete recruitment plan answers the following questions:

- **Who?** Are there any specific student populations you want to reach? Any set criteria to belong to your organization? Direct your communication towards the students that you want to join your organization.
- **What?** What is your goal? How many students do you want in your organization? Make sure to set a reachable, specific goal.
- **When?** When are you going to recruit? When should your organization have most of its members in place?
- **Where?** Where you are going to recruit is determined by who you are going to be recruiting. Can you target first-years in the dining halls? Business majors at Cox?
- **How?** Have your members discuss how they were attracted to join. Everyone has a different reason why they join. Most members join because of personal encouragement from someone else.

*Don't forget about A Night at the Club in August, and Join the Club in January!*

Other things to keep in mind:

- Know what sets your organization apart from the others. Why is it special? What are the benefits of membership?
- Escort people to their first meeting. They are more likely to attend if you meet up with them beforehand!
- Make a good first impression by being welcoming and inclusive. Make new members feel like they are a part of the organization already. Use teambuilders and icebreakers to form community.
- Get their attention! Utilize every advertising medium available to you that fits in your budget.
- As an organization, participate in possible as many events as you can (Homecoming, Sing Song, etc.). It's a great way to promote your organization and for students to see that you're active!

### Know Your Organization!

Potential members are not familiar with your organization. They are relying on knowledgeable members to answer questions and provide information. You need to clearly illustrate who you are and what you do. Consider making a fact sheet that includes:

- Organization's purpose
- Past successes
- Types of programs and events
- Future plans
- Expectations and benefits of membership
- Meeting dates, times, and locations
- Website and social media info

*Adapted from Northern Michigan University*