

RECRUITING NEW MEMBERS

New members are the life of any organization. They provide new ideas, enthusiasm, and replacements for lost members (old members of student groups don't die; they graduate).

Everyone wants new members. New organizations are starting all the time. As the number of student groups increases, the competition for new members intensifies. This handout is designed to help your group successfully recruit and retain new members.

GETTING STARTED

Determine about how many members you need for your group to accomplish what it wants to do. Too many members get in each other's way, and feel like there is nothing for them to do. Too few members cannot accomplish the group's goals. Look objectively at your organization; you have to know the product before you can sell it. The best way to run an unsuccessful campaign is to be unsure of the goals and objectives of your own group. Ask yourself....*What is our purpose? What are our future plans?* Knowing the answers to these questions will help you to define who you want to recruit and how you want to go about recruiting them.

Build a profile of the person you want to recruit:

- Freshmen?
- Continuing students?
- Students with a specific major?
- Students with specific interests or hobbies?
- Is there a certain spot on campus that this person is likely to be? Do they 'hang out' in a particular division or department?
- What advertising medium will most likely appeal to this person?Posters? Music?

Keep this profile in mind when you advertise your group.

- Think of the things your organization has to offer prospective members. Fun? Prestige? Leadership opportunities? Development of Interpersonal Skills?
- Be sure to incorporate into your publicity what your group has to offer its members Focus on the recruit.
- What are the "Buyer Benefits" of joining your group?

PUBLICITY

The publicity for your recruitment drive will require your best efforts in many areas, including creativity, budgeting, and time management. Don't be afraid to delegate authority. Organize committees for publicity and other areas. Get the whole group involved; the group will work better if everyone is given a role in planning and executing the recruiting drive. A satisfied "customer" is your best advertising – if your members are pleased with your organization (and their role in it), they will do a much better job of selling the product to others.

BE CREATIVE

Your publicity is more likely to be effective if it is noticed. Make a realistic advertising budget and stick to it. Any publicity must be cost-effective to be successful. Write out a timeline of all deadlines to be met – be sure to plan the entire campaign well in advance (e.g. *When is the deadline for getting the publicity to the printer so it gets back to us in time?*).

KEEPING YOUR PRIZE...RETAINING YOUR MEMBERS

Above all, your new members (like your old members) will need to feel like they belong to the group. Get them involved in the workings of the organization. Get to know them. Help them get to know you. Let them know that their contributions are needed and appreciated. Following these steps will lead to a more enjoyable and rewarding experience for both the new members and for the organization.

REMEMBER:

A GROUP WITH NO MEMBERS HAS SHORT MEETINGS !!