

The GRAPE Principle

RECRUIT and KEEP New Members

Students stay with organized, dynamic groups that meet their personal goals for membership. Prospective members want to know that the organization is moving forward and will be successful in achieving its goals. Identifying the needs of the individual members is the key to having a strong organization with enthusiastic members. To remember why students join organizations and what helps retain them, just think of **GRAPE**.

G is for Growth:

Does your organization provide growth opportunities for all interested members? Are there opportunities for members to move into positions of leadership or are leadership opportunities usually “saved” for the senior members?

R is for Recognition:

Do you recognize members when great things occur in your organization? Don't wait until the end of the year. People need and appreciate being recognized in a timely manner for their hard work and accomplishments. Recognition or awards presented may also serve as a motivating factor for other members who would like to achieve a certain level of success.

A is for Achievement:

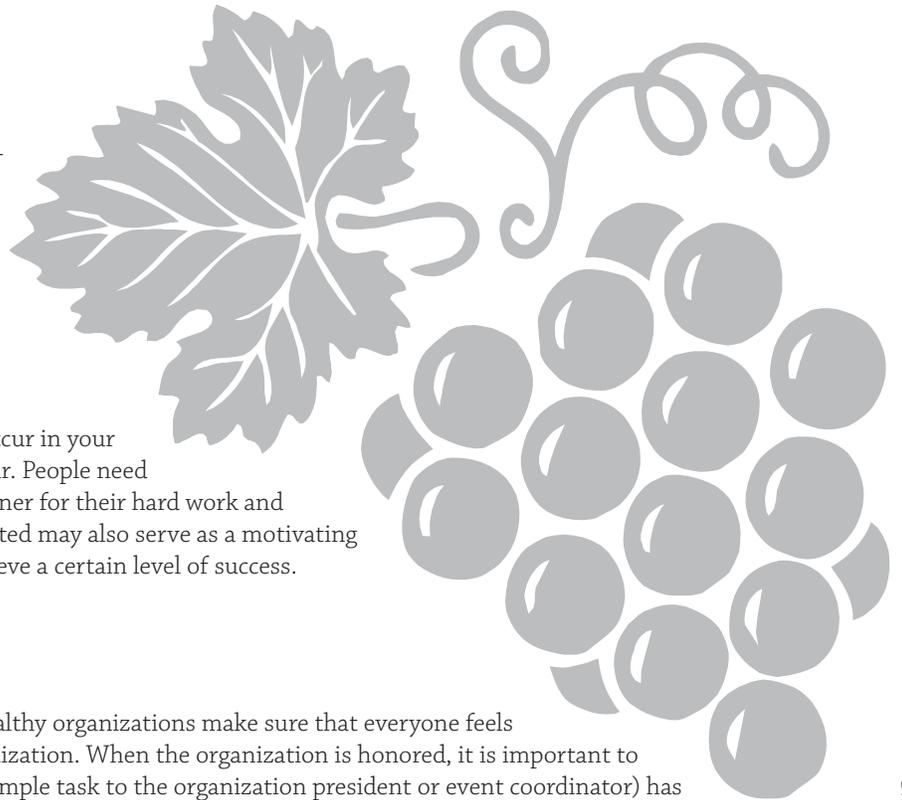
A sense of “team” achievement is important. Healthy organizations make sure that everyone feels as if they contributed to the success of the organization. When the organization is honored, it is important to realize that everyone (from those who did one simple task to the organization president or event coordinator) has contributed and should share in the feeling of accomplishment.

P is for Participation:

Can everyone participate in programs and events? Make sure your organization is open and willing to accept all student members' contributions regardless of how long they have been with the organization.

E is for Enjoyment:

Volunteering and working hard in an organization has to be fun! If being part of a group isn't fun, why be a member? A student's time is valuable and there are many opportunities for involvement. Make sure one of the best options on campus is being involved with your organization!



Adapted from:

http://www.columbiacollegesc.edu/student/pdf/Leadership_Retaining_Member.pdf
<http://www.studentlife.ucr.edu/solar/QT%20recruitment.pdf>
http://deanofstudents.utexas.edu/sald/studentorgs_effective_retain.php