

Tips for Successfully Recruiting Members

KNOW Your Organization

Before you can recruit members to join your group, you have to fully understand your organization. To ensure the whole group is informed, ask yourself (and your current members) these questions about your organization:

- ▶ What is our mission/vision/purpose?
- ▶ What are the major programs/events/opportunities that our organization offers?
- ▶ What are our core/guiding values and principles?
- ▶ What are the goals of our organization?
- ▶ Where is the organization going? What does the future look like for our group?

KNOW What You Have to Offer

Once you are clear on your organization's goals, future direction and major programs, you must decide what is in it for others? You should be able to speak about what potential members will gain by participating in your organization. To get started, think about why **you** joined your organization and what skills/experiences you gained through your involvement. Below are some examples of things that can be gained from involvement:

- ▶ A network of peers/friends
- ▶ Event/program planning experience
- ▶ Experience partnering with faculty and staff members
- ▶ Exposure to potential career opportunities available after graduation
- ▶ Opportunities to meet professionals in your field of interest
- ▶ Opportunities to work directly with university administration in order to represent the student body
- ▶ Opportunities to practice and refine public speaking and communication skills

KNOW What You Want

It is important for you to understand what you want out of your recruitment efforts. When setting your recruitment goals, some things to consider are:

- ▶ How many new members do you want/need for this year? What is your total membership goal?
- ▶ What skills/attributes/interests should the members have?
- ▶ When can members join (year round, at the beginning of each semester, etc.)?
- ▶ Is there any experience that a member should have before they join?

KNOW How to Include EVERYONE!

Member recruitment really should be the responsibility of everyone in the organization. Develop a variety of recruitment methods so that everyone can engage in a way they feel comfortable with. For example, some members may feel comfortable tabling, while others would rather make presentations at classes, FIGs or other meetings. Allow each member to use his/her own talents/strengths to enhance your recruitment and keep everyone engaged in the process.

Adapted from:

1. http://www.unt.edu/sa/pdf/orgs/Recruiting_New_Members.pdf
2. <http://studentorgs.umich.edu/guidebook/recruiting>