

# QUICKTIPS!

## (Recruitment and Retention)

### **Know Your Organization**

- What is the general purpose of your organization (why does it exist)?
- What types of projects and activities does your organization sponsor? What are you currently working on?
- What is expected of group members? What extra opportunities are available to them?
- What are the benefits of being a member?
- These questions are very important to prospective members. Every member of your organization should have the answers!

### **Have a Recruitment Plan**

- Find out how current members found out about your organization and why they joined.
- Discuss which recruitment projects have worked for you in the past and which ones haven't.
- Have the group brainstorm new ideas and different approaches.
- Set a membership goal: How many members can you effectively involve? How many members would you like to have?
- Use a variety of approaches; different students respond to different things.
- Use referrals from current members; better yet, have current members "bring a friend" to a meeting.
- Use popular recruitment opportunities like Fall Fest and the Student Organization Fair at Summer Orientation.

### **Involve Everyone in Recruiting**

- Make membership recruitment a group project; is it something everyone can help with.

### **Make the First Contact a Positive One!**

- First impressions are important. Put your best foot forward!
- If you are sending a letter or note to prospective members, make it creative, fun, and interesting.
- Consider "escorting" potential members to their first meeting or activity. It is awfully intimidating to walk in to a room full of strangers by yourself.
- Make the first meeting or activity that potential members attend an exciting one!

### **Put Together an Orientation Program**

New members will be anxious to find out how your group works and what their role in it will be. Think through an orientation program that quickly brings them "in to the group."

- Consider using printed materials that might include the Constitution, Bylaws, history of the organization, etc.
- Take new members on a tour of your office area, where most of your activities occur, etc.
- Consider assigning new members a "buddy" or mentor to help them learn about the group.
- Ask new members individually and outside of meetings if they have any questions or concerns.
- Get to know new members as people. This should be a goal for every member in your organization.

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## **Treat Members as the Valuable Resource They Are**

- Fit jobs to people rather than people to jobs.
- Show a personal interest in every member of your organization. How is their experience with your group? What would make it better? How are things in general going for them?
- Reward people for jobs well done. What are the rewards different members value? Find out and reward appropriately!
- Set members up to be successful. Help new members be successful with their first jobs. Success breeds success!
- Let members “grow into” new responsibilities. Just because a member is good at what he/she is currently doing, it doesn’t mean that he/she is going to want to do the same thing forever!
- Let members be fully involved in the decisions that the organization makes.
- Let members assume leadership roles in the group!
- Communicate with members: use minutes, telephone calls, e-mail, whatever it takes!

## **Show Appreciation**

- A pat on the back, a thank-you note, or mentioning a job well done at one of your meetings goes a long way towards letting members know they are appreciated.
- SHARE RECOGNITION!