



RECRUITING NEW MEMBERS

LONG BEACH CITY COLLEGE

New members are the life-blood of your organization or group. They provide new ideas, enthusiasm, and replacement for members who have left the group. Depending on your organization, recruitment can be a continual effort or it may be something that happens once a year. Regardless of how you do your recruitment, there are some basics you should keep in mind:

Evaluate past recruitment efforts

Use the “**Basic Recruitment Worksheet**” to aide you with this process.

- What strategies for new recruitment were used in the past?
- How many new members were successfully recruited through these strategies?

Plan ahead and set goals

- What is your goal for new member recruitment?
- What would be a healthy increase for the organization?
- **Create a recruitment action plan.** Include the following: All of the strategies you will implement, how many people you intend to reach, who will be involved with each strategy, and the audiences targeted, etc.

Know your organization

Use the “**Recruitment Profile Worksheet**” to help you create a profile for your organization.

- What is the purpose of the group?
- What does your organization do?
- What benefits of involvement do members receive?
- What are the expectations members hold of each other?
- What made current members interested in the group the first place, and what keeps them involved?

Make personal contact

- The best recruitment method for recruiting new members often includes a **personal connection**.
- Many students join organizations to create new friendships and meet new people, therefore the kind of connection they feel they can make with others in the group may be the deciding factor that determines whether or not they join your group or organization.
- By establishing a personal connection with potential members, you help them feel more connected to your organization, than if they were just reading from a flyer or website.

Welcome new members

- Recruitment does not end once the new members start showing up. Help new members connect immediately to the group’s values and existing members.
- Have a formal new member orientation, in which new members learn how the organization works.
- Have a social gathering where new members can mingle with existing members and get to know each other.

Evaluate your efforts

Use the “**Recruitment Evaluation Worksheet**” to aide you with this process.

- Did all of your recruitment strategies work out the way you had planned?
- Focus on the **process**, so that you can repeat or improve your efforts in the future.

Recruitment Strategies

- Use social networking websites like OrgSync.com, Facebook.com, Twitter.com, and Myspace.com to post updates and publicize your group
- Hold a General Interest Meeting (GIM) for potential members
- Have members with “artistic talents” work on your posters, flyers, banners, etc. Be creative!
- Post your flyers, posters, and banners around campus.
- Make announcements just prior to the start of your classes (ask permission from instructor first)
- Ask all members to bring at least one new person to a meeting
- If you have the money, create organizational business cards that current members can carry and give to interested individuals

* Adapted from XCEL Center for Excellence in Student Leadership, Campus Life at Binghamton University, State University of New York, 2010. Additional reference: University of Michigan, Office of Student Activities and Leadership, Leadership Handouts, 2010