

# Recruiting New Members

## Overview

All student organizations share one thing in common – the need to continually recruit members. Recruitment of new members should be an ongoing goal of organizations, and all members should help with recruitment.

## Develop a Recruitment Plan

Different people respond to different stimuli – you should have a variety of ways to attract members. You need to know what types of people you want to recruit for your organization. A complete recruitment plan answers the following questions:

**Who?** Are there any specific student populations you want to reach? Any set criteria to belong to your organization? Direct your communication towards the students that you want to join your organization.

**What?** What is your goal? How many students do you want in your organization? Make sure to set a reachable, specific goal.

**When?** When are you going to recruit? By what time should your organization have most of its members in place?

**Where?** Where you are going to recruit is determined by who you are going to be recruiting. Can you target first-years in the dining halls? Business majors at Cox?

**How?** Have your members discuss all the ways which they were attracted to join. Everyone has a different reason why they join. Most members join because of personal encouragement from someone else.

## Other Considerations

- Know what sets your organization apart from the others. Why is it special? What are the benefits of membership?
- Escort people to their first meeting. They are more likely to attend if you meet up with them beforehand!
- Make a good first impression by being welcoming and inclusive. Make new members feel like they are a part of the organization already. Use team builders and icebreakers to form community.
- Get their attention! Utilize every advertising medium available to you that fits in your budget.
- Remember as a whole organization and leaders participate if possible as many events you can hosted by the University and departments. It's a great way to promote your organization and for students to see that you're active!

*Adapted from Northern Michigan University, via Center for Leadership and Student Engagement, University of Arkansas*

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## Recruitment Tips

Student organizations often think that they need only to recruit new members at the beginning of the year; however, recruitment can be done throughout the year. New ideas new energy and new faces will keep organizations fresh.

- Determine target group members. What are you looking for in members? This will help you decide where and how to recruit.
- Stand out. Try something new that sets you apart from the crowd. For example, have tables on main campus or pass out fliers to students. Being visible is important. Your organization should incorporate your purpose in recruiting.
- Create a business card with your organization's contact information as well as meeting times. Hand them out at events or information fairs.
- Bring sign-up sheets for new members to all events. Students will appreciate that they can take action right when they are enthused about the organization. Get email addresses and phone numbers. Contact them as soon as possible. This allows them to ask questions and for you to give information about the next meeting.
- Elect a recruitment chair to focus on recruiting new members. This will ensure that your organization will work on recruitment the entire year.
- Collaborate with other organizations. Collaborations allow you to meet new potential members and learn about another organization.

Adapted from Oregon State University. Retrieved from [oregonstate.edu/sli](http://oregonstate.edu/sli)