Recruitment

“With the vast number of existing groups on campus... it is vital that an organization has a well conceived and executed recruitment and retention plan.”

Why?
Organizations need new members because they bring new ideas, talents, and resources, in addition to replacing graduating group members. These new members ensure the sustainability of the group and breathe new energy into the organization’s purpose.

AIM for Recruitment Success:

1. Acquaint
   - It is important to acquaint potential members to both the organization and to each other. Remember to structure time for new members to develop personal relationships and commitments.

2. Inform
   - Informing members about their roles and responsibilities, in addition to the organization’s purpose, is key to creating a well-run group. Make sure to include new members on contact lists, and distribute officer job descriptions to everyone—not just those running for office.

3. Motivate
   - Get people excited! Whether through prescribed activities or organization events, it is important to portray a positive, upbeat attitude during recruitment and beyond.
How?

• **Step One: Before the Start of Recruitment**

  1. Create a Recruitment Plan
     a. **WHO:**
        i. What kind of students do you want in your organization?
        ii. Any criteria to join?
     b. **WHAT:**
        i. How many new members? Set a goal for this.
     c. **WHEN:**
        i. When are you planning to recruit the most members?
        ii. When to market different groups of people, like first-years or upperclassmen?
     d. **WHERE:**
        i. Use the marketing skills of the people in your organization.
           1. Moseley Tables, Digital Ads, Midnight Meals, etc.
        ii. Advertise where your target new members may frequent.
     e. **HOW:**
        i. One-on-One interaction is most effective
        ii. Brainstorm reasons why each member joined and be sure to advertise that
        iii. Keep flyers, brochures, posters, handy for easy use or distribution
        iv. Work as a team, everyone should be involved

• **Step Two: During Recruitment Period**

  2. Educate Members
     a. All members should know the basics about the organization:
        i. Service Orientated, Academic, Sports, Campus Rec, etc.
        ii. The Mission Statement
        iii. What it is trying to promote
        iv. What are the big activities?
        v. When are meetings?
     b. Remember to be very welcoming
        i. Smile
        ii. Be kind and inviting
        iii. Do not pressure the prospective members
        iv. Try to have an “Orientation” meeting scheduled to advertise
     c. Create a Recruitment “Theme”
        i. Make everything match
           1. i.e. Flyers, posters, brochures, table decorations
        ii. Each member should wear a shirt that reflects an event or theme that goes along with the organization.
• Step Three: Retention (After Recruitment Period)

3. Orientation Meeting – Crucial – first impression
   a. Have members wait outside of the door and escort the new members in as groups or individuals
      i. No one likes to walk into a room full of people
      ii. The old members can meet the new ones
   b. Be organized.
      i. No one wants to go to a meeting that is messy and unfocused.
   c. Name Game! (See Icebreakers Packet)
   d. Present about the organization and what its goals are
   e. Engage the members from the first meeting
      i. Create a task for some of the new members and old members to do together and start at this first meeting
         1. New members less likely to leave in the middle of a group task
   f. Social Event
      i. Have a social event already planned out for the new members to come to and just hang out with the other new members and old members.

4. Meetings afterward
   a. Always start with some kind of activity to make everyone feel welcome
   b. Cover the necessary material
      i. Be organized
      ii. Be brief
   c. Do a fun activity or game to end
   d. Pick one day per week for meeting times and be consistent!

References:
• http://studentorgs.umich.edu/guidebook/recruiting
• http://www.nmu.edu/organizations/node/97
• http://studentorgs.umich.edu/guidebook/recruiting,
  http://www.nmu.edu/organizations/node/97

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