Recruitment Tips – Clubs/ Organizations

**WAYS TO PROMOTE CLUB/ORGANIZATION**

* Word of mouth
  + Make announcements in class prior to the class session.
    - Email or talk to class instructor/professor beforehand to make sure it is okay to speak in class.
    - Do not take too much of the allotted class time. Keep speech short and offer your time to speak to anyone interested after class.
  + Have current members reach out to people who could possibly be interested. Talking to a friend or a familiar face makes a more comfortable conversation.
* Fliers
  + Post in the most common areas of campus and pass out fliers near free speech area/ front of USU.
  + Post on message boards in buildings.
    - \*MUST OBTAIN PERMISSION TO DO SO\*
  + Fliers should have some form of contact – President, Membership Chair, Social Media, email, etc.
* Advertisements
  + Orgsync
    - Keep your contact and profile info up to date!! This ensures that students visiting your page can get in contact with you!
  + Social media
    - Create social media pages for the specific organization.
      * Instagram, Twitter, Facebook, Snapchat
    - Post frequently, make posts eye-catching and captions fun!
    - Keep page off private so interested members can follow and stay connected.
    - Have an officer be in charge of the social media pages, or create a new position solely for social media –Director of Public Relations, etc.
  + The Collegian
    - Purchase ads in school newspaper to promote your club/organization!
* Tabling
  + Reserve tabling space through Reservation Center (USU 301)
  + Take advantage of on campus fairs
    - Dog Days, Traditions Day, Greek Day, Club/Org Fair

**PRIOR TO RECRUITING**

* Set some goals
  + How many members do you currently have, and how many more are you looking to recruit?
    - Remember, quality of membership is just as important as quantity.
  + Will new members be allowed to join at any time of the semester or is there a specific “recruitment period?”
* Survey current members
  + Ask current members what benefits are most valuable to them. Emphasize most common benefits on fliers or when speaking to potential new members.
* Plan a welcome meeting
  + Reach out to the potential new member and offer to meet them somewhere and walk in together.
  + Have “icebreakers,” food, music, and a presentation. Go more in depth rather than surface level information. Always have time for questions, and thank the guests for coming.

**EFFECTIVE WAYS TO RECRUIT**

* Smile! The more enthused you are, the more welcoming you become to a potential new member.
* Ask yourself why you joined your organization and speak from the heart. This helps build a foundation for your recruitment process.
* Be prepared – be knowledgeable about your organization, including cost (if any), time commitment, expectations, etc.
* Inform potential members how this org can benefit them or expand their network.
* Get to know your audience and be personable. Ask their name, major, hometown, interests/hobbies, etc.
* Follow up with the conversation – text, call, email, social media, etc. Always stay connected to those you meet while recruiting.
* Accept “no” graciously. If a potential new member declines, stay courteous and thank them for their time.
* Keep it short but effective. No one wants to hear a lengthy presentation. State the most important information, ask if anyone has questions, provide contact info, say thank you and move on.
* When tabling, avoid staying behind the table. Do not wait for people to approach you, approach them and walk them over to your table.
* When tabling, keep the number of people recruiting to a minimum. It is intimidating to a potential new member when there is a large group of people at a table trying to talk to them at one time.
* Point to materials as you talk, visuals pair nicely when recruiting.
* Contact other organizations and ask if you can speak to their chapter about your club/organization.