

# Recruiting New Members

The key to an outstanding organization is excellent members. When recruiting members for your organization, focus on quality, not quantity. Recruitment of new members should be an on-going goal of organizations. All members of an organization should help with recruitment.

## Develop a Recruitment Plan

Different people respond to different stimulus; 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 types of students you want to reach? Any set criteria to belong to your organization? Publicize to the population 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 goal.
- **WHEN?** When are you going to recruit? All members of your organization should be involved. Razorbash and information tables are great opportunities to recruit new members.
- **WHERE?** Where you are going to recruit is determined by who you are going to be recruiting. Can you recruit campus wide? In residence halls? In academic departments?
- **HOW?** Have your members discuss all the ways which they were attracted to join. Everyone has a different reason why they joined. Most members joined through word of mouth. Ninety percent of people who got involved did so because of one-to-one interaction.

*Other things to keep in mind while recruiting:*

- Know what sets your organization apart from the others. What makes it special? What benefits are there to membership in your organization?
- Escort people to their first meeting. (Remember how scary it was to walk into a room full of strangers?).
- Make a good first impression. Make the new members feel like they are a part of the organization. Utilize icebreakers and team-builders to welcome new members.
- Get their attention! Use posters, flyers, and table advertisements. Be creative and show the personality of your organization.

## Know your Organization!

Potential members know nothing about your organization. They are relying on knowledgeable members to answer their questions about the organization. You need to present clearly who you are and what you do. A simple fact sheet with the following information may be helpful:

- organization's purpose
- past successes
- types of activities
- future plans
- expectations of members
- benefits to members



UNIVERSITY OF  
ARKANSAS

CENTER FOR LEADERSHIP  
& COMMUNITY ENGAGEMENT