




Membership Recruitment & Retention



**Officer Development Series
Office of Student Activities
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Why do
members **join in**
the first place?

- 
- To meet new people
 - To feel like a part of something
 - To develop leadership skills
 - To make a difference
 - To put it on their resume

How do you
attract new
members?



Info Fairs
Personal contact
Word of mouth
Advertisement
Events

Hints for Successful Recruitment



Determine who to target

- What does your RSO do?
- What sorts of skills and talents are needed?
- Think creatively about who would be interested



Example

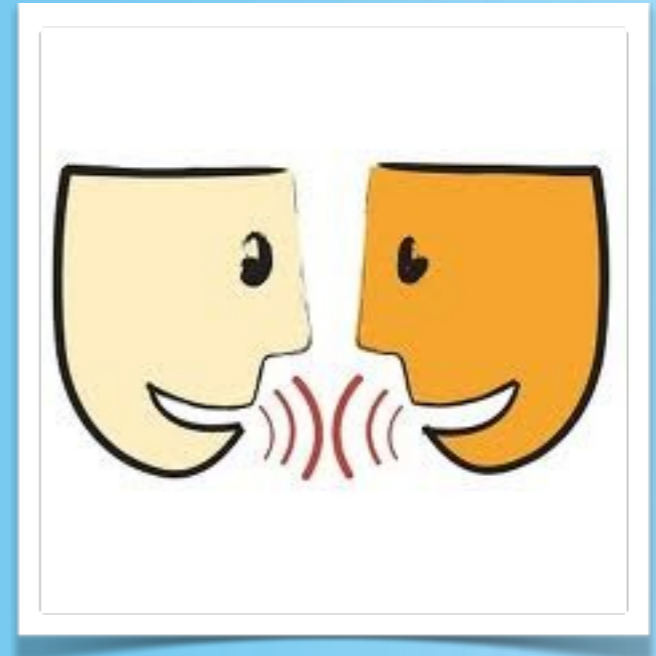
- Community Blood Center of the Ozarks hosts blood drives
- Members often design t-shirts and other advertising materials
- What specific groups of students should they recruit as members?



How to connect with students

- **Info fairs** - reach large numbers of students but may not be specific enough
- **Advertisements** - consider locations
- **Website** - start a page for your RSO
- **Events** - can help students become familiar with RSO's name
- **Academic departments** - especially for honorary and professional RSOs

- Make **personal connections** when recruiting
- Explain **why** they should join
- **Follow up** with potential members who show interest



One idea to personalize recruitment...

- Develop a mentor system where you pair up old and new members
- Creates a personal tie between old and new, and helps the new person transition
- If you reserve this as an honor for your old members to be a mentor, can help with empowerment and retention

An important consideration...

It's great to be excited about your RSO, but be honest with potential members. Don't exaggerate your RSO's accomplishments, or you may face problems with morale and retention later on!


Membership Retention



Membership retention lets you...

- Increase stability
- Pass on knowledge
- Enjoy higher morale
- Progress towards goals

Now that you've
got quality
members, how do
you keep them?

- 
- Positive reinforcement
 - Build relationships
 - Allow input
 - Focus on members' strengths
 - Teambuilders

- It's easy to get caught up in **tasks** and forget about the people around you
- You get caught up in the **routine** and lose sight of larger **goals**
- Important to take the time to **get to know** the members and see their motivation for being in the RSO

Suggestions

- Don't make every meeting just about business
- **Let members help with goal creation.** You will empower them and create better buy-in.
- As an officer, view yourself as a **facilitator** rather than the person who has to do everything

And remember...

**You can't please
everyone!**

Case study:

This is your first year as an RSO officer. Right now, you and the other officers feel that it is completely up to the officers to plan the RSO's activities and events. The officers are working really hard to "do what's best" for the RSO but you feel like progress is at a standstill. You feel like members are dissatisfied with the officers for some reason, but you aren't sure why.

You used to really enjoy being a member of the RSO, and you want to make things right, but you don't know where to even begin.

What are some problems
with this situation?

What could the officers
do differently?

Case Study 2:

You are the Treasurer of your RSO, which has over 60 members. You find that the group relies on less than 10 members to get just about everything done. This small group is starting to get aggravated because they feel that no one else is contributing. They feel like quitting the RSO.

How can you increase morale, increase participation, and ultimately boost retention of your members?



Questions?

Comments?

Thanks for coming!

This presentation will be posted on the RSO website for your reference.

