

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, the 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
 - ENGAGE
 - 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 (RSU 217)
 - 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.