

Recruiting New Members

People join organizations for many reasons they want to

Meet new people
Make friends
Explore interests
Develop skills
Have fun

Groups need new members because they bring new ideas and talents as well as replace outgoing members

An organization should have a well conceived recruitment and retention plan

Know and understand your organization

Have a meeting to discuss your organizational goals and objectives

Set your recruitment goals

How many members can your organization reasonably integrate? Will you allow people to join at any time or during a specific recruitment period?

Get everyone involved in the recruitment process

Have current members personally invite friends and classmates to a meeting
Talk about your group let them know how their talents would compliment the group

Recruitment campaigns need to have a visual element

Have members with artist talent work on flyers and posters - Be creative

Schedule a welcoming meeting or ceremony

An official initiation can make your members feel needed and appreciated
Orient them to your group's goals and objectives

Spend time getting to know your membership and let them get to know you

Talk to all new members about their skills and interests, with this information it will be easy to get them involved in your projects

Allow new members time to get involved and feel comfortable

After a semester, have them participate in a group evaluation, people are more committed and motivated if they feel they have a stake in what's going on

Have fun together

Make time to socialize and celebrate your achievements, members quickly lose interest if all you do as a group is work