



# RECRUITING & RETAINING STUDENT ORGANIZATION MEMBERS

## RECRUITMENT TIPS:

### **Know and Understand Your Vision**

The current members should understand the vision of the organization so they can communicate its purpose to potential members.

### **Set Recruitment Goals**

Recruitment goals should not only include how many members you want involved, but also the kinds of members.

As a group, ask yourselves questions like:

- How many members can we reasonably assimilate into our group?
- What common interests should our members have?

\*Remember, quality of membership is just as important as quantity.

### **Get Everyone Involved**

Have current members contact people they know who might want to get involved.

Word-of-mouth is the best and least expensive type of publicity you can utilize.

### **Utilize a Visual Element**

Visual publicity is often vital to a recruitment campaign.

Have members with artistic talents work on posters, flyers, and banners.

### **Participate in Student Involvement Recruitment Events**

Make sure that you register your organization for the Fall Raider Welcome Org Fair and for other recruitment events throughout the school year.

You might also want to hold an information session or staff an information table, inviting people to attend in order to hear about your organization and meet its current membership.

## RETENTION TIPS:

### **Plan a Special Welcome Meeting**

Plan a special ceremony or meeting to welcome the new members to the group.

Group participation in some form of official initiation process is one way to make your members feel wanted, needed, and appreciated.

It helps to form a memorable bond between old and new members and will hopefully give them a sense of belonging to the group.

### **Teach Your Members**

It is important to orient new and current members to your group's goal and objectives, organizational structure, rules and norms.

Proper orientation leads to better understanding, more commitment, and less frustration.

### **Give Your Members Responsibilities**

To be sure that their organizational experience is a positive one, assign members tasks that are well within their skill level and that they can successfully accomplish.

### **Have Fun!**

Make time to socialize and celebrate your achievements.

If all you do as a group is work, it will become a burden to participate and your members will quickly lose interest.