

Recruiting New Members

New members are the life of any organization. Everyone wants new members because they help with new ideas and carry on the organization. New organization start all the time and as the number of student groups increase, the competition for new members intensifies. You will find some helpful information to successfully recruit and retain new members!

GETTING STARTED:

The first step in recruitment is to look at your organization: **you have to know the product before you can sell it!** If you are unsure of the goals and objectives of your own group, new members will not want to join. What is your purpose? What are the future plans of the group? Where is the organization going? Knowing the answers to these types of questions will help you define who and how to recruit prospective members.

PROFILE OF YOUR ORGANIZATION:

Freshman? Grad student? Male or female? What major? Interests or hobbies? A residence hall? A particular college or department? How will you appeal to the right people? Posters? Music? Pictures? Keep your organization's profile in mind when you advertise!

PUBLICITY

- ⇒ Use Activity Marts to get your organization advertised.
- ⇒ Fill out a solicitation form to set up a table in the Union.
- ⇒ Publicity for recruitment will require you best efforts in many areas, including creativity, budgeting, and time management.
- ⇒ Delegate authority to members in your organization.
- ⇒ Get the whole organization involved– the more people you have publicizing your organization, the more likely more people will want to get involved.
- ⇒ Use table displays, pictures, candy, videos, music, handouts, etc to showcase your organization.

Five simple steps when recruiting:

1. Meet a person.
2. Be intentional in forming a friendship with the person.
3. Introduce the person to your friends in the organization.
4. Introduce the person to the organization.
5. Ask the person to join.

Avenues of Recruiting at UNT:

1. Website on ICS
2. Checking ICS for potential new members.
3. Activities Marts
4. Solicitation
5. Events
6. Collaboration with other organizations - students can be part of more than one organization!
7. Mean Green Fling

Successful Recruitment:

- ◆ **Personal:** Recruit by word of mouth, one-to-one interaction, use of faculty and staff, and creative publicity. Know that people are not necessarily coming to you. Get your members and your organization visible on campus!
- ◆ **Systemic:** Be organized, logical, well-timed, and efficient. Plan for various recruitment opportunities throughout the year.
- ◆ **Specific:** Identify a target group. Identify needs and motivation. Know what you have to offer.
- ◆ **Meaningful:** It should fulfill the needs of the members as well as the organization.
- ◆ **Year Round:** Recruitment must be continuous, developing students and the organization to their fullest potential.
- ◆ **Recruitment is the responsibility of ALL members!**

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Adapted from Bowling Green University - Office of Campus Involvement

Questions?
Visit the Student
Activities Office
(Union 320) or call
940.565.3807