

Recruitment Planning:



It is crucial for a chapter to recruit for many reasons: to gain new members with fresh ideas, to continue the existence of the chapter, to become a stronger campus organization, to create more impact, to share the bonds of the organization with others.

Determine where to find potential members

Arrange to have a table on campus (see all about orgs sheet)

Host an on campus event (see program planning)

Create a public relations plan (t-shirts, hats, banners, intramurals, fundraising event, attending a campus event together, campus involvement)

Brainstorm event ideas (barbecue, coffeehouse, breakfast, campus fundraising event, game night, TV show or movie night, plan campus speaker, bowling, lazertag, super bowl party, karaoke)

Marketing: Get your organization known

Ideas:

Passport to ASU

“Discover all that awaits you at ASU at the Passport to ASU, the kick off event for Sun Devil 101 Week. Find a club or organization to join, learn about fitness classes and intramurals sports, watch performances by student groups, and enjoy music and interactive games, and much, much more.” (www.asu.edu)

Email SORC@asu.edu to register a table for your organization

Create your own PR plan

The purpose can be to inform, promote, educate or provide damage control. In general, the goal of your public relations program is to get your messages out to your audiences.

Your Public Relations Plan should become part of the chapter programming throughout the academic year. *Public Relations is one of the Fraternity Standards for collegiate chapters.* No Public Relations Plan is ever final. This plan should be continuously updated and revised as conditions and circumstances change

1. Identify your primary and secondary audiences
2. Analyze chapter image
3. Set semester and annual goals
4. Develop strategies to fit a budget
5. Identify your key message
6. Identify media outlets

RECRUITING NEW MEMBERS



Sun Devil Suggestions

1. **Know and understand your vision** - The current members should understand the vision of the organization so they can communicate its purpose to potential members.
2. **Set some 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.
3. **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.
4. **Utilize a visual element** - Visual publicity is often vital to a recruitment campaign. Have members with artistic talents work on posters, flyers, and banners.
5. **Attend recruitment programs** - Make sure that you register your organization for the Fall and Spring Activities Fairs (contact the SORC at 965-2255), and for Passport to ASU during Welcome Week (contact the Orientation Office at 965-2880). You might also want to hold an information session, inviting people to attend in order to hear about your organization and meet its current membership.

TIPS FOR RETAINING YOUR NEW MEMBERS:

1. **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.
2. **Teach them** - It is important to orient new members to your group's goal and objectives, organizational structure, rules and norms. Proper orientation leads to better understanding, more commitment, and less frustration.
3. **Give them responsibilities** - To be sure that their first organizational experience is a positive one, assign new members tasks that are well within their skill level and that they can successfully accomplish.
4. **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.

And remember...

New members are vital to any organization. They provide new ideas, enthusiasm, and replacement for lost members.

Resources

Be sure to attend the Student Organization Information Sessions. These helpful sessions provide specific information about your rights and responsibilities as a registered ASU student organization.

You can ask specific questions about recruiting new members at these sessions as well.

Check out *Retention of Volunteers* from the SDIC Leadership Library (MU 3rd floor)

And have a look at these other *Best Practices* that will help you when recruiting members:

- *Starting a New Student Organization*
- *Reserving a Table on the Outdoor Mall*

PUBLICITY RESOURCES

State Press Advertising:
965-6555

Planter Signs: 965-3633

College of Business Patio*
(Katrina Walls): 965-1381

Channel 2: 965-5376

*Business Student Council
Members only