

Membership Recruitment

New members are the life-blood of your organization. They provide new ideas, enthusiasm, and replacement for members who have left the group. Recruitment can be done in a number of ways, from something as simple as asking each member to bring on person with them to the next meeting, the Involvement Fair, or an Interest Meeting (preferably with food served), to an all-out huge campus-wide event to attract new members.

When telling others about your organization, it is to your advantage to have complete and accurate facts so that they will not be disappointed after joining. The easiest way to do this is to compile an “organizational profile” and highlight it for potential members. It might be helpful to check your constitution and bylaws when putting the profile together. An ideal place to distribute this profile is at your Interest Meeting or the Involvement Fair – you can use it as an agenda for what you want to tell prospective members.

Reasons for Joining your Organization/Sample Organizational Profile

- What is the mission/purpose of your organization?
- What was your membership last year? Two years ago?
- What are your goals? What do you do? What do you plan to do?
(For example: take trips, attend conferences, participate in sports, volunteer service, fundraise, cultural activities, theatre/dance programs, social programs, etc.)
- Do you have a special service project? What is it?
- What has your organization accomplished in the last year? Over the last five Years?
- What benefits do you offer your members?
(For example: social activities, travel, entertainment, meeting new people, speakers and workshops, professional training, writing/publishing experience, networking, recreation, etc.)
- What are your expectations of members?
- Why do people join your organization?
- What members like best about your organization?
- What skills can you put on your resume?

Good Luck in you Recruitment Efforts!