Recruitment & Retention

New members are the life of any organization. They provide new ideas, enthusiasm, and replacement for past members (those who have graduated or moved on to other commitments).

Recruitment can be done in a variety of ways. Before you use any specific method, you should understand that your recruitment will only be effective if your organization has an identity. Your current membership should have a clear understanding of your group’s purpose and objectives. It is to your advantage to share complete and accurate information about your organization. The easiest way to do this is to compile an organizational profile and give a copy to current members.

1. Go where the people are (ie. reserve a table at the Kimmel Lobby to recruit new members)
2. Register for a table at the Fall (open only to registered clubs registered with the Center for Student Activities, Leadership and Service) and Spring Club Fest (open to only registered All-Square clubs registered with the Center for Student Activities, Leadership and Service).
3. Makes sure that information about your group is easily accessible –
   a. Is your website up-to-date?
   b. Do you have a concise organizational profile that includes your club’s purpose, mission and events?
   c. Are your current officers registered with the Center for Student Activities, Leadership and Service?
   d. Do your club officers respond to inquiries received through your club alias?
4. Consider co-sponsoring programs as a way to publicize your club
5. Follow up with all students who express interest in your organization through emails, phone calls, etc. Be creative and remember the importance of the personal touch!
6. Remember to make your first meeting exciting! Give new members a reason to return!
7. Incorporate all members’ ideas, suggestions, and talents: Give members the opportunity to participate and to ‘own’ their experience with your club
8. Have a suggestion box
9. Delegate responsibilities among all members
10. Give all members a chance to speak at meetings
11. When members become disengaged, talk with them and figure out why. Try to reach solutions that are beneficial to the individual and the club.
12. Think about doing team builders with your group to build community and morale
13. If you are have serious issues with retention, set up a meeting with your advisor!