

Top 3 Things to Think About As You Start to Recruit:

1 WHO?

Who are you (as an organization)? Who are you trying to attract to your organization and what are their characteristics? You need to be able to identify these traits in order to find/create good strategies to recruit.

2 WHAT?

What attracts these individuals to your organization? What are the things that make people want to join your organization? A great way to find out is to ask your current members what attracted them to join.

3 WHERE?

Where would people interested in your organization spend time? Is it the library? A specific building? Classroom? Where would they be online? You want to target your efforts there to be the most successful.

The most important thing is to keep these three things in mind as you develop your recruitment strategy. It's easy to lose sight of these as you start to get into the details of marketing and design and everything you are trying to do to attract new members.

Top 7 Ways to Recruit:

1 Student Organization Fairs—We host two large student organization fairs in August and January. It's a key event of the beginning of every semester and a great way to snag new members.

2 Garnet Gate—Your Garnet Gate page is up all year round and the university directs students to Garnet Gate to find organizations. Be active on Garnet Gate and make your organization look good.

3 Bring a Friend Meeting/Event—Host a fun event/meeting where current members bring a friend to check out the organization.

4 Open House/Interest Meeting—Have an open meeting that is specifically designed for people to get to know your organization. Meetings like this reduce the intimidation factor and make students feel welcomed!

5 Cool Marketing Material—Don't underestimate the power of a good, well-designed graphic or photo. Learn about the art of visuals to guide your design. Then put that visual everywhere your potential members hang.

6 Tabling—Reserve a table in a high traffic area (like Greene St., Pickens St. bridge, the Russell House) and promote your organization to students walking by!

7 Represent Your Organization on Campus—Show off to campus who your members are and promote your organization through all members wearing shirts on the same day.

Other Things to Keep in Mind:



Stay True to Yourself—Don't engage in a recruitment strategy that doesn't align with your organization (again keep the who, what, and where in mind). If it isn't what your group is about, don't do it. If you're the checkers club, you're not going to put up a bunch of flyers at the Strom because most likely that's not where your members will hang out. However, for a baseball club, this aligns better.



Think Outside the Box—The Top 7 Ways are great, but there are so many other options out there. What innovative, out-of-the-box ideas can your organization come up with to attract attention. Is it tabling while playing a chess game for the chess club, or a giant fork to advertise a club about food? What's your gimmick?



Recruitment is 365—You aren't just recruiting when you are hosting an event or tabling! Your organization is always recruiting because you are always visible to others. So what is your reputation on campus? Have you built good relationships with other organizations, students, faculty/staff, etc.? What does your online presence say about your organization? All of these factor into how well you will be able to recruit members year-round.



Don't Forget to Welcome Them—Getting students to your organization is half the battle! The other half is making them feel welcomed within it. You can make them feel welcomed by hosting a new member orientation/meeting where they can get to know the organization, its structure, goals and objectives, norms, taboos, etc. More importantly, they can get to know each other and your current members through getting to know you activities (read: icebreakers, yep).

If you're having trouble figuring out how to develop your recruitment plan, you can always visit the Leadership and Service Center and we can help you delve into this further!