

# Recruitment Techniques For Clubs and Organizations

## The goal of student activities:

To involve as many *students* as possible in meaningful *extra/co-curricular* activities and *events* that enhance their *educational* experience.

### I. Ways to Make Club Days and Activity Fairs Successful

1. Hold the event *outside*;
2. Hold it in a *high-traffic* area;
3. Give students a *map* of the club fair layout;
4. Play *music*;
5. Have *give-aways* and *prizes* (instead of food or in addition to food if they visit every table).

### II. Conducting a Successful Recruitment Table

1. No *chairs*; don't visit each other;
2. *Show off* your club (scrapbook or tri-board);
3. Wear proper *attire* (club t-shirts);
4. Have at least *three* people work the table (1 out front, 2 behind the table).



### III. Elements of a Successful Table

1. *Sign-up* sheet containing:
  - a. Student *name*;
  - b. *Year* in school;
  - c. *Telephone* number;
  - d. *E-mail* address.
2. *Pens* – make it easy for students to sign up;
3. Create an informational *brochure* or *flyer*;  
It should contain the following:
  - a. *Description* of the organization;
  - b. List of *club activities*;
  - c. List of *typical members*;
  - d. List of *chapters* in the state or region;
  - e. List of *contacts* within the organization (including the advisor);
  - f. *Web site* address;
  - g. *Meeting* day, time, and place.
4. Put up club *banner* or *flag* (gives credibility);
5. *Candy*;
6. Use *music* to draw students to your table (if no main music);
7. Have a *take-away* (pencils, stickers, etc.).

#### IV. Follow up on the Recruitment Table

1. Everyone who signed up should receive an *e-mail* that same *night* (no later than the next night); if e-mail bounces back, call them;
2. Invite them to the *informational* meeting (within 7-10 days);
3. Before information meeting, *call* (don't e-mail) to remind of meeting *date, time, place* and to *invite* them to attend.

#### V. The Informational Meeting

Campus organizations that show a real interest in obtaining a student's *involvement* are better poised to get them as a *member*.

#### VI. Tips for a Successful Informational Meeting

1. *Greet* all attendees at the *door* (give them a name tag, pair them with a *returning* member);
2. All *officers, advisors, and members* introduce themselves;
3. Have an *ice-breaker* to get people mingling;
4. Discuss *activities* of the club;
5. Share *history*, information, and club *affiliations*;
6. Describe *dues* and financial *obligations*, what the money goes for, and *membership benefits*;
7. Get *contact* and *background* information. (All sources of contact: school phone, home phone, cell phone, pager number, fax number, all email addresses, personal website address, school mailing address, home mailing address, and AOL Instant Messenger names. Get high school and community activities.)
8. *Food*.

#### VII. Two Final Ideas

1. Be creative in making *contact*;
2. *Think outside* of the *box*.

