

Really Good Recruiting!

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- ▲ Maintain regular year-round publicity about events and members.
- ▲ Clearly promote times, locations, and contacts to obtain membership information.
- ▲ Be professional; be different than other clubs who are recruiting at the same time; be friendly and approachable; look organized; know what to say and how to answer questions. Use nametags.
- ▲ Utilize faculty references; classroom announcements; publicize who your faculty members are; recruit more faculty members.
- ▲ Have refreshments at info tables, interest meetings, social events, and host receptions after professional events. Get refreshments donated from bakeries, pizza restaurants, grocery stores, ice cream parlors, sub shops, and alumni members. (Advertise for the donor's business).
- ▲ Start meetings and events promptly at the published starting time.
- ▲ Challenge and expect every member to personally reach out to potential members and find qualified candidates.
- ▲ Emphasize your standards, benefits, and the opportunities you offer.
- ▲ Once potential members are engaged in recruiting events, find out their qualifications and what they can offer your group. Will they support the chapter's objectives and be a valuable member?
- ▲ Follow-up with all guests. Send thank-you notes, invitations, regret letters. Keep documentation for next recruiting period.
- ▲ Have a variety of events and times such as day and evening interest meetings with refreshments, casual events that promote conversation and networking, fun events such as board games or comedy speakers, and professional or leadership development events.
- ▲ Avoid events at places that require payment such as public sporting venues, restaurants, off-campus travel, etc. The chapter should cover all recruiting expenses and not charge guests for any recruiting event.