Recruiting New Members

Recruiting new members is an important part of creating a successful organization. Groups need new members because they bring new ideas and talents, in addition to replacing members who have graduated or are no longer a part of the group. It is important to remember that everything your organization does has a recruiting effect. Students will make decisions to join your group based on what they see and hear about your group. Therefore, you and your members should view recruitment as a year-long continual process and always be prepared to discuss how new members can join your group.

Recruitment Ideas for Your Organization

• Select a Recruitment Chairperson and set recruitment goals. Planning is the most important part of your recruitment process!

• Brainstorm with your members about where potential new members might be found. Start by asking your current members why they joined.

• Reserve a table at the Involvement Fair. Bring informational brochures, calendar of upcoming events, sign-up sheets, and list of meeting times and places. If your organization has a website, be sure to print the address on all of your flyers and giveaways.

• Always take photos at meetings and events & use them to put together a scrapbook or brochure for prospective members to see.

• Create a display that you can set up at all of your events and bring with you to Involvement Fairs. Include photos and descriptions of your student organization, but also include information about your national organization affiliation (if applicable)

• Make a list of all the advantages of being a member. When working to recruit members, always try to think in terms of "What's in it for them."

• Be enthusiastic about the organization you are recruiting for! Remember, personal contact is far more effective than flyers and newspaper advertisements. Students join organizations because they like the students they find there.

• Reserve tables in Student Centers and Dining Halls

• Put posters/flyers where you know students will be (i.e. bus stops, lecture halls and local hang outs)

• Contact RU-TV about doing a PSA or commercial and advertise on WRSU

• Co-sponsor campus events so that your group’s name will get out more. Be sure to always have membership information available at all events you sponsor.

• Make a brief introduction of other organizations’ meetings, student government, first year student seminars or classes, RA staff meetings or residence hall floor meetings.

For more information, call 732-932-6978 or e-mail osi@echo.rutgers.edu
Recruiting New Members (Continued)

• Don't expect a student to find the motivation to come to a meeting across campus in a room full of people they don't know. Offer to meet the person before hand and walk together to the meeting. Then, make sure you personally introduce them to others in the group.

• Have a membership drive. Do this through-out the year, and remember that you will have the most competition at the start of the year when every other organization on campus is recruiting.

• Have informational tables with a sign up sheet for potential members at all of your events.

• Recruit within the advertisements for your upcoming event. “If you’re interested in helping to plan, contact…”

• When someone has expressed an interest in getting involved to any degree, immediately get them involved and give them a meaningful task to do.

• Have an informational meeting, and put together a slide show!

• At your organization’s events, have a sign up sheet with contact information for people who want to receive more information about future events. Then send little notes to people reminding them about upcoming meetings or events

• Borrow a video camera and make your own recruitment video. It's OK if it's amateur, just make it funny! Show your group members at an event. Show a few minutes of a typical meeting. Show your members hanging out and having fun. Whatever!

We’ve Recruited New Members… NOW WHAT?!

The work isn’t done yet! Once your new membership is created, it’s important to find ways to engage both the new and old members to keep them coming back. They decided to join your organization for a reason, so keep them involved! Form committees, delegate responsibility and assign tasks based on members’ strengths and interests, encourage teamwork, recognize individuals for a job well done, and keep your members motivated to return!

All Group Members Need…

To have a sense of belonging & feel they are sincerely welcome and needed

To share in planning the group’s objectives

To have a clear understanding of the group’s goals

To feel that what they are doing has real purpose and contributes to the greater good

To feel that the organization is making a difference

To see that progress is being made toward the goals

To have confidence in organizational leaders to lead the organization well, treat members consistently and fairly, recognize accomplishments, and trust the individual members

See Delegating Responsibility and Motivating & Recognizing Your Members handouts for more info