

MEMBERSHIP DEVELOPMENT

Recruiting and Orienting new Members

Members are vital to a group. Nothing can be done without them. Sometimes the easiest part is to attract new members, but it is oh, so easy to lose them. Each year, a critical look should be given to membership recruitment and development. The general membership cycle of a student group includes new members, current members and graduating members. It is ideal for a group to begin the year by recruiting enough members to replace those that are graduation or have left the group. This gives the group several months to orient new members and develop new leadership with in the current membership to sustain the group. Whatever you do, get your entire group involved in the recruiting process.

If there have been goals set that depend on a significant increase in membership, then the group needs to make sure its recruitment and development plans will meet this new need.

1. Member Profile

What people do we need to help the group succeed? _____

What skills do they need? _____

Who would we like to have joined?

How many new members can the group reasonably assimilate? _____

2. The Recruitment Campaign

How long will the recruitment period last? _____

When will it begin? _____

How will you recruit? By invitation? By mass meeting? _____

Where will you recruit? (What places would prospective members hang out? Do they have a special interest? _____

What kind of publicity will attract them? _____

Think back to when you first became involved. What attracted you? Why have you stayed involved? _____
