



Office of Leadership Activities
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Skill Building – Recruiting New Members

Introduction

People join clubs

really listen). Tell them how the club can benefit from someone like them. Let them know how their talents, skills and interests would help the club. Sending special invitations is another nice, but more expensive way to invite new members.

Recruitment campaigns need to have a visual element as well. Have those members with "artistic talents" work on your posters, flyers, banners and bulletin boards, etc. Be creative. Your publicity can be effective only if it's noticed.

People are drawn to groups where they believe they are needed, liked and appreciated. Encourage current members to be hospitable and engage potential new members from the first encounter. Be sure that current members are not socializing amongst themselves isolating potential new members. Continue in these efforts through out the recruitment and new member process. Many groups find it beneficial to have a special 'info session' meeting.

Post-Recruitment Tasks

After you've successfully completed your recruitment and orientation, spend time getting to know your membership and let them get to know you too. Don't forget your old members since, without them, you wouldn't have had a group for your new members to join. Talk to all new members about their skills, interests and previous experiences. Once you have this information, it will be easy to get them involved in your group's projects. To be sure that their first organizational experience is a positive one, assign new members tasks that are well within their skill level and that they can successfully accomplish.

When considering a group orientation program (no 2p) 1 (r) 2l (e) 1 (l) 2l) 1 (o)