

Student Organization Quick Guide

RECRUITING NEW MEMBERS

RECRUITMENT... at a glance

- ⇒ Know who you're looking for
- ⇒ Continually recruit members
- ⇒ Everyone should help out with recruitment
- ⇒ Know your resources
- ⇒ Be visible on campus!

PUBLICITY

- ⇒ Delegate: Make sure certain members of your group are responsible for marketing.
- ⇒ Budget: Effective marketing take effort - creativity, budgeting and time management.
- ⇒ Diversity: Don't rely on one strategy alone!

SUCCESSFUL RECRUITMENT

- ⇒ **Personal**
Recruit by word of mouth, one-on-one interactions, use of faculty, and creativity.
- ⇒ **Systematic**
Be organized, logical, timely, and efficient. Plan recruiting opportunities throughout the year.
- ⇒ **Specific**
Identify a target group. Identify needs and motivations. Know what you have to offer potential members.
- ⇒ **Meaningful**
Recruitment should fulfill the needs of the members as well as the organization.
- ⇒ **Important**
Recruitment should be a priority of all members of your organization.
- ⇒ **Registered**
Remember to register all recruitment events - formal and informal - with the Center for Student Involvement!

MARKETING TOOLS

- ⇒ Flyers
- ⇒ Sheet Signs
- ⇒ Information Sessions
- ⇒ Digital Signage
- ⇒ Campus Calendar
- ⇒ 1850
- ⇒ Personal Invitations
- ⇒ Collaborations
- ⇒ Website (UD Hosted)
- ⇒ Porches

