Student Organization Quick Guide
Recruiting New Members

SUCCESSFUL RECRUITMENT

- **Personal:** Recruit by word of mouth, one-on-one interaction, use of faculty/staff, and creative publicity.
- **Systematic:** Be organized, logical, timely, and efficient. Plan recruiting opportunities throughout the year.
- **Specific:** Identify a target group. Identify needs and motivation. Know what you have to offer potential students.
- **Meaningful:** Recruitment should fulfill the needs of members as well as the organization.
- **Year Round:** Recruitment must be continuous, developing students and the organization to their fullest potential.
- **Important:** Recruitment should become the responsibility of ALL members of your organization!

PUBLICITY

- **Delegate:** Make sure certain members of your organization are responsible for publicity.
- **Budget:** Effective marketing takes effort; creativity, budgeting, and time management.
- **Diversity:** Don’t rely on one strategy alone!

MARKETING TOOLS

- Flyers
- Sheet Signs
- Information Sessions
- Digital Signage
- UD Calendar
- Collaborate with other groups
- Porches
- OrgSync
- Personal Invitations
- Website (UD Hosted)

Adapted from University of South Florida, Bowling Green University and University of North Texas