

RECRUITMENT... at a glance

- § Know who you are looking for.
- § Continually recruit new members.
- § Everyone should help out with recruitment.
- § Know your resources.
- § Be visible on campus!

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!

MARKETING TOOLS

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

Student Organization Quick Guide

Recruiting New Members

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!