

Retention

Obtaining new members is only half the battle . . .

Organizations also have to retain new members. Sometimes, we are so focused on increasing our membership numbers that we forget about the needs of our existing membership. All members need to feel that they are part of the organization.

- ⇒ Get them involved in the activities of the organization
- ⇒ Solicit their ideas and suggestions
- ⇒ Do activities that interest them
- ⇒ Get to know them
- ⇒ Help them get to know you
- ⇒ Let them know that they are appreciated
- ⇒ Encourage them to get involved on a committee or project

Consider hosting an introductory workshop or new member program so that they can learn more about the organization. Also consider pairing up members for a project or during meetings so that everyone can get to know each other.

Recruitment Resources



Check out these websites:

Department of Student Activities-
www.studentactivities.uconn.edu

AIM recruitment plan-
www.4spe.org/communities/ld/aim.php

University of California, Berkeley-
students.berkeley.edu/sas/resource/membership.html

Visit the Involvement Office
for information on more topics such as:

Officer Transition Time Management
Parliamentary Procedure
Conflict Resolution Motivating Members
Event Planning

Leadership Programs

Department of Student Activities
Division of Student Affairs
University of Connecticut
Student Union Room 302
486-6588
www.leadership.uconn.edu

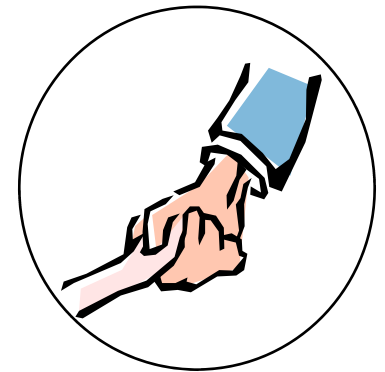


University of Connecticut

Department of Student Activities

Involvement Office

Recruiting Members



How can your organization recruit members?

Why do you need to recruit members?



People are the most important ingredient of any organization. While recruiting can be a difficult task on a college campus, it is vital for your organization's success. Without new members to take on an active role, organizations often become nonexistent. New members bring skills and experiences that can benefit your organization and with their assistance your organization can accomplish much more.



Before an organization can recruit members a strategy must be determined.

Consider the following:

1. What is your organization's image on campus? How can it be improved?
2. Who do you want to recruit?
Who is your target group?
3. How many people do you want to recruit?
4. When is the best time during the semester to recruit?
5. What role will your current members play in the recruitment process?
6. Do your current members understand your organization's goals and interests so that they can articulate them to potential members?
7. How will you get the word out about your organization?
8. What is your budget for recruitment, if applicable?
9. What are the benefits of joining your organization?

Why do people join student organizations?

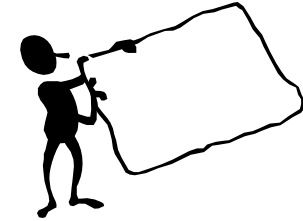
- ⇒ Make friends
- ⇒ Have fun
- ⇒ Meet new people
- ⇒ Network
- ⇒ Gain practical experience
- ⇒ Build their resume
- ⇒ Make a difference in the community
- ⇒ Develop leadership skills
- ⇒ Feel a sense of belonging

Why people do not join organizations?

- ⇒ Unaware of the organization's existence
- ⇒ Never asked to join
- ⇒ Fear of failure
- ⇒ Think they do not have enough time
- ⇒ Feel the organization is not productive
- ⇒ Concerned about organization's image
- ⇒ Recognize that the organization is unorganized

Understanding the why and the why not will help your organization in developing a recruitment strategy. Pay attention to the feedback potential new members and the campus community are providing about your organization and make appropriate changes as needed. Often, we choose to disregard the feedback we receive about our organizations and ignore the opportunity to improve in areas of importance.

Marketing your organization



Start with forming a recruiting team of members that can create a recruitment strategy for your organization and take on the responsibilities of marketing to potential new members. Be sure that all members are encouraged to spread the word about the organization.

Develop a marketing plan which may include advertising your organization through the following:

- ⇒ Flyers around campus
- ⇒ Information tables in common campus areas
- ⇒ Advertisements in the campus newspaper (Daily Campus)
- ⇒ Advertisements on WHUS and UCTV
- ⇒ Sending personal invites to students
- ⇒ Word of mouth in classes and residence halls
- ⇒ Attending other organization's meetings and events
- ⇒ Participating in campus events

Keep in mind that time and effort are required to market your organization on campus.