

Recruitment Tips

It is sometimes a question of survival. Your student organization must attract new members in order to survive, stay a viable organization and accomplish your group's mission.

The following are some practical tips you could use to build your membership:

- Personal contacts. Tell your friends, invite folks you know to come to a meeting or event.
- Talk up your student organization in class - if appropriate.
- If your student organization's mission is "noble," sell that concept.
- Talk about the benefits of involvement.
- Publicize the benefits of membership: "What's in it for you" ...
- Wear group identification (T-shirts, buttons, etc.). Let people ask you and be ready with a good description of why they should learn more about your student organization.
- Put up posters inviting folks to an organizational or interest meeting.
- Identify and target a list of students. Call them; send them a letter; ask faculty to contact them; or invite them personally.
- Make sure your group and its events are visible on campus. Get into the college's newspaper in a features article, calendar section, or even through advertisements. Talk to the Metropolitan - their staff are eager to help student organizations.
- Be active in your department - if you are part of an academic or professional student organization
- Make sure you have booths at campus-wide events like Fall Fest, Spring Fest, and the World Friendship Festival. Be visible, and make your booth fun! The Student Activities staff can give you more information about these events.
- Set up info-tables on campus (the Student Activities staff can help you do this).
- Co-sponsor events with other student organizations.
- Ask the Student Activities staff for more ideas ... they are here to help!

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