



Membership Recruitment & Retention

LEADER SHEETS- "On the go" guides for effective student leadership!

RECRUIT THOSE NEW MEMBERS!

- Get a Activities Fair table at the start of each semester!!
- Get a Quad table and publicize your group. Make sure there are outgoing people working the table who will be enthusiastic!
- Follow through on the sign-up sheet. Call or send personal invitations to the next meeting so those people know you are truly interested in their membership. There is no point in getting names if you aren't going to do anything with them.

ORIENT THOSE NEW MEMBERS!

Often, new members need some help and guidance to understand the club/organization. Students are often lost when nobody helps them out in the beginning.

KEEP THOSE NEW MEMBERS AROUND!

Retaining members can be easy sometimes and difficult at others.

- Make sure each person has responsibilities and feels a part of the group.
- Members should always be working toward a goal.
- Do some teambuilding. Talk to your advisor or the SAO about info.
- Have fun, do some social things, not just work.
- Keep everyone informed.
- Ask members for help making decisions.
- Start and end meetings on positive notes. Keep any "bad news" in the middle.
- Keep meetings as brief as possible and interesting.
- Give thanks to those who deserve it. Thank people when you mean it and do it often!
- Check with people individually, not always as a group.
- Be an accessible, resourceful, and friendly leader.

Motivate: Get the new members and the returning ones excited about this year, program, or effort. (See MOTIVATION sheet.)

Acquaint: Get the new members and current members together to meet. Do "getting to know you" things at the first couple of meetings and do intros at every meeting so people can learn names.

KEEP "AIM" IN MIND: Acquaint, Inform, and Motivate Inform:

Make sure people know the group's history, purpose and structure. They will most likely feel at home that way.