

## RECRUITMENT & RETENTION OF MEMBERS

---

---

*Recruitment. . .the challenging, exciting, though often frustrating experience of bringing new members into your club. When thinking of attracting new members, there are two things that you must consider:*

- 1). Attracting new students to join your club or organization, and*
- 2). Giving them reasons to stay once they join.*

### **Identifying and Recruiting New Members**

*Before actually beginning to recruit new members, spend some time with your current membership defining the purpose of your club and identifying the benefits of membership. It is important to be able to tell potential members what your group does and what they will gain from their involvement.*

**Following is a list of methods that you may want to utilize in your search for new members:**

1. Talk to your friends or people you believe would be interested in the activities of your club. Have each current member be responsible for bringing one new person to the next meeting.
2. Send out and post general notices, brochures, and flyers inviting students to join your organization. Develop a logo to put on everything you produce. Keep notices short and appealing, and be sure to indicate when and where your meetings are and who to contact for more information. Include some of the benefits of involvement.
3. Participate in the A.S. Info Fair at the beginning of the year, the A.S. Clubs & Organizations Fair in January, and any other club/information fairs throughout the year.
4. Reserve a table at Vendor's Row, VU Lobby or in Red Square to distribute information about your club.
5. Talk to the Resident Advisers in the residence halls, and ask them if they know of students who may be interested in joining your club. You might want to attend a floor or hall council meeting.
6. If you need students with special talents (i.e., artists, musicians, etc.) or if your club's purpose attracts students with certain majors, ask faculty in those departments for their advice on potential members. Some faculty members may be willing to announce your meetings or upcoming events in class, or let you make an announcement.
7. Reserve a kiosk space on campus to set up a display about your club.
8. Contact the Western Front and A.S. Review to write articles about your organization and events.
9. Submit Public Service Announcements to KUGS about upcoming meetings and events.
10. Keep your club registration at the VU 5th floor reception desk updated with accurate contact people and phone numbers so that students who request information about your club can get in contact with you.

### **Keeping Members Once They've Joined**

*Think for a minute about what your club would be like if it didn't have volunteers. Not much of an organization, is it? Volunteers are the backbone of all clubs at Western. After students have joined your organization, how do you get them to stay? Everybody likes to feel important and needed, and recognition fulfills this basic human need. Another important task is to keep members interested in the group's projects and activities. Remember to delegate responsibilities. Most people will stay motivated when they can take ownership for projects. Other suggestions for retention can be found on the next page.*

## Ways to Give Recognition to Members

1. Make new members feel comfortable and welcome. Introduce them to other club members. Remember that many people are apprehensive when they first come to a group meeting, and it is up to you to make them feel welcome.
2. Develop ways of recognizing the contributions of group members (for example, have a "Member of the Month" recognition award, a "Pat on the Back" award, etc.).
3. Provide opportunities for social get-togethers.
4. Remember birthdays.
5. Have club T-shirts or sweatshirts for all club members (budget permitting!).
6. Write letters acknowledging accomplishments to members' parents.
7. Remember to say "we missed you" when members are absent from meetings or events.
8. Issue an appointment or welcome letter from the club president when new members join.
9. Incorporate fun activities into your meetings!!
10. Avoid routine task assignments when possible, and demonstrate the importance of them when necessary. It's important to develop meaningful assignments that offer opportunities for growth.
11. Have a recognition dinner/get-together to hand out awards at the end of the quarter or year.
12. Tie a ribbon and card or note to a candy bar saying "Sweet Job."
13. If your club has a newsletter, use it to recognize contributions of club members.
14. Have "secret pals" at different times of the year (people draw a name out of a hat, and do nice things for that person for the next week).
15. Put together a scrapbook of pictures, sayings, news articles, etc. to be given to each person.
16. Say thank-you, and send thank-you notes to members. Praise must be sincere and specific.

## Four Components of Recognition:

1. **Acknowledgement:** Recognizing people as important members of the group.
2. **Attention:** Giving time and energy to focus on members as individuals.
3. **Feedback:** Sharing positive & constructive information with members about their performance.
4. **Praise:** Direct thank-yous for the contributions of members.

## What Should You Recognize Your Members For?

1. A job well done, hard work on a program or project.
2. Being open to ideas, suggesting new ideas.
3. A commitment to your organization's goals & purpose.
4. Being friendly and cheerful.
5. Handling a delicate situation.
6. Being a member!

*When you think of something nice to do for someone, don't just think it, DO IT!*