



*Recruitment and Retention

February 2012 Club and Organization Training

- * Why did you join your group?
- * Identifying potential members
- * Methods of advertising your group
- * Elevator Speech
- * Getting new members to the first events
- * Strategies for retaining members
- * Resources
- * Reminders

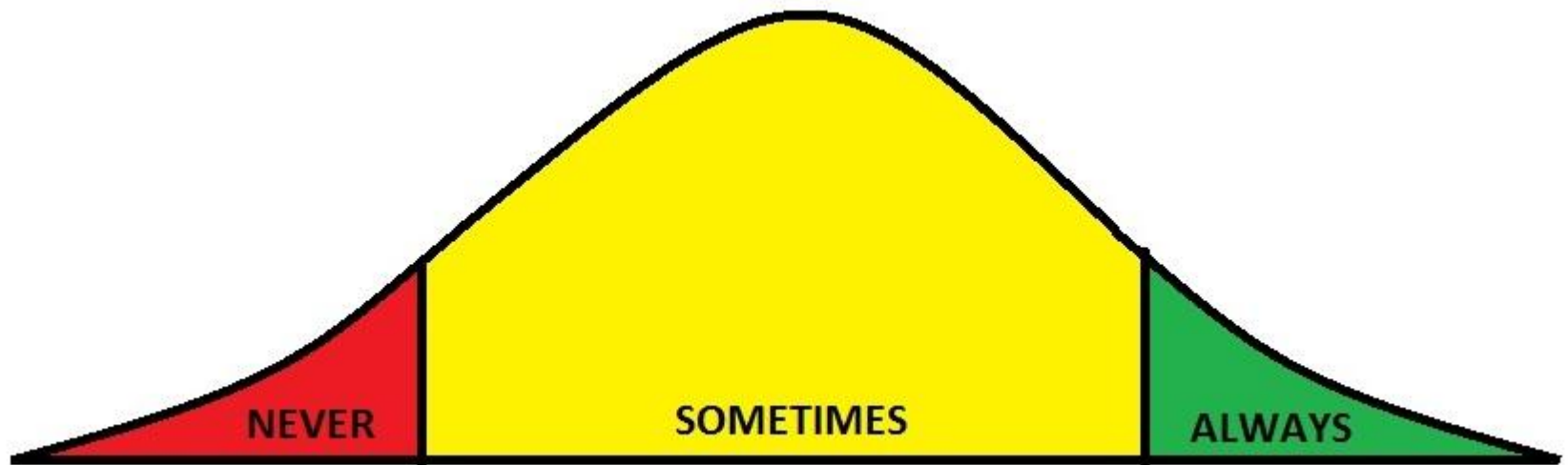
*Overview

 Why did you join
your club/org?

- * How do you know if someone is a good fit for your group?
- * Understand WHY they want to be a part of your group
- * Understand who they are as people, students, and a potential member of your group

* Potential Members

* Always, Sometimes, and Never Joiners



- * How can you advertise your group?
- * Maybe you haven't thought of...
 - * Tabling
 - * Website
 - * Facebook Page
 - * Announcement in class (when appropriate)

* Advertising

- * Approx. 30 seconds
- * Informative
- * Get interest from potential member
- * Answers:
 - * What is your organization?
 - * What do you do?
 - * What do members gain?

*Elevator Speech

You've identified potential members, put up advertisements, and spoken with NM's now you have to get them there...

- * Contact NM's once you have their cell/e-mail
- * Remind them about events (i.e. meetings, programs)
- * Walk with them to the event...being new can be scary
- * Invite them to bring a friend

***Getting Them There**

- * Make members feel welcome
- * Know why someone wants to be a part of the group
- * Give them purpose...
 - * Assign tasks based on STRENGTHS and INTERESTS
 - * Provide opportunities for input
- * Make praise public, authentic, and individualized
- * Be realistic with time requirements
- * Remember you are a role model
 - * Align your words and actions
 - * Find appropriate times and places to “vent”
 - * You = Standard for amt. and quality of work
- * Socialize outside of the group

* Retention Strategies

- * SAO Staff
- * SAO Office
- * Advisors
- * Reece Painter - Evening and Weekend Program Coordinator (rpainter0811@curry.edu)
- * Other students

*Resources

- * Check your mailboxes
- * Attend B-Day Meetings (and stay if requesting funds)
- * Register at least THREE members for the Leadership Conference on Sat. 2/25
 - * e-mail activities@curry.edu

*Reminders

- * Questions?
- * Comments?
- * Suggestions?

* **Wrap-Up**

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Tue - Sat 12-8PM

* **Contact Information**