

More Student Organization Recruitment Tips

- Attend the Campus and Community Involvement fair to promote your organization!
- Set up a series of informational meetings.
- Create a brochure that will answer questions and serve as a resource.
- Set up information tables in Skou Lounge or Halterman Lobby!
- Add information in The Buckeye Buzz about your organization. Advertise as a Student Organization of the Week.
- Set up a Recruitment Table at every event you sponsor. Ask each current member to bring a Friend to your next meeting.
- Remember that a personal contact is always better than 1000 flyers and newspapers advertisements. People join organizations because they like the people they find there.
- Get scheduled to make a brief introduction of your organization at each street meeting.
- Co-sponsor campus events so that the organization's name gets out there more. Be sure to have information about the Organization at each event.
- Ask key people to give recommendations of possible members and leaders. These recommendations can come from Student Assistants, Buckeye Contacts, Student Ambassadors, or RAs.
- Don't expect a person to come to a meeting in a room full of people he/she doesn't know. Offer to meet the student somewhere and go to the meeting together. Then make sure you personally introduce that person to others in the group.
- Have a membership drive.
- Feed potential members. College students are attracted to free food.
- Recruit people by the issue that interests them. There are people very interested in one issue, you can recruit them to head up a program on that issue.
- When someone has expressed an interest in getting involved to any degree in your organization, immediately get them involved and give them a meaningful task to do.
- Go out of your way to make new members or potential members feel like "players" right away.
- Go door to door in housing and talk to students about the organization and invite them to come to an event later in the week.
- Hold meetings and events in comfortable, visible, easy-to-come-to places.
- Make a list of all of the advantages of being a member. Use this list of advantages as your major selling points for new members.
- Always take photos at meetings or events, and then post on social media!
- When working to recruit members, always try to think in terms of "what's in it for them."
- Have an informational meeting.
- Make your own recruitment video and post on social media. It is ok if it's amateur and sloppy, just make it funny! Show your group members at an event.
- Print up business cards for your members to carry. Be sure to have a place for members to write his/her own name and number, but the card should also say, "Open meetings! Please come!"
- Plan a special Welcoming Meeting for new members! Make them feel wanted, needed and appreciated!

From Dathe, T. and Tumbarello, T. "Advising 101" UMR-ACUHO, 1999

