

RECRUITMENT STRATEGIES

Recruitment is a war that leaders must win! Recruitment is one of the most important life-sustaining functions of an organization. Forethought is the key. The thoughtful presentation of an organization by its members provides the prospective joiner with the knowledge which he/she needs to make the right decision.

Try to distinguish what you have to offer and how you need to discover what prospective members you are looking for.

- Who and what is your organization?
- Whom do you want to recruit?
- What does your organization have to offer?

Student leaders and student organizations must be willing to engage in an aggressive campaign of their own. **There are a number of important strategies which should serve as the foundation of your recruitment efforts:**

1. Be Outgoing and Aggressive

Do not expect prospectives to come to you.

Go to them.

Bring them to you.

Recruit in the residence halls, apartments, classrooms, and homes.

2. Recruit one-on-one

Meeting people.

Making a friend.

Selling your student organization.

Invite them to your meeting.

3. Expand your prospective recruiting base

Recruit everyone.

Don't limit yourself.

4. Don't Stop Recruiting

Recruit-Recruit-Recruit.

Recruit all year long.

5. Allow for Ongoing Association

Recruit and allow students to join at different times.

6. Separate Your Organization from the Competition

Be unique.

Market your differences and strengths.

Sell your benefits.