



Membership Recruitment Webinar 08 23 2022

Closing the Sale: Recruiting a Ton of Members

Dave Kelly | America's Student Leadership Trainersm

Membership Recruitment Success Strategies

A. Ways to Make Club Days and Activities Fairs Successful

1. Hold the event _____.
2. Have it in a _____ area.
3. Give students a _____ of the lay out.
4. Play _____.
5. Have _____ and _____.
6. _____, _____, and _____!

B. Conducting a Successful Recruitment Session

1. No _____!
2. _____ your club (Tri-board, scrapbooks, videos)
3. Wear proper _____ (t-shirts)
4. Several _____ should participate, at least _____
5. Have a defining _____ statement or question:

C. Elements of a Successful Session

1. Sign-up information:
 - a. Student _____
 - b. _____ Status

- c. _____ number
 - d. _____ address
 - e. Areas of _____
 - f. _____!
2. Create an informational _____. It should contain the following:
- a. _____ of the organization
 - b. List of activities, programs, and _____ to be involved.
 - c. List of typical _____
 - d. List of _____ within the organization (including the advisor)
 - e. _____ addresses
 - f. Meeting _____, _____, and place/platform
3. Display _____ or _____.
4. _____!

D. Follow-up on the Recruitment Session

- 1. Everyone who signed up should receive _____ that same night with your _____ attached.
- 2. Invite them to an _____ meeting.
- 3. Before information meeting, _____ to remind of meeting date, time, place, and to _____ them to attend

E. The Informational Meeting

Campus organizations that show a real interest in obtaining a student's _____ are better poised to get them as a _____.

F. Tips for A Successful Informational Meeting

1. Have dedicated people handle the _____ aspects.
2. _____ all attendees as they _____ the meeting.
3. Pair them with a _____ member(s), perhaps use a _____ room.
4. All _____, advisors, and members introduce themselves.
5. Have an _____ - _____ to get people mingling.
6. Get _____ and background information through an _____ or similar format. (All sources of contact: cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)
7. _____!

G. The Membership Invitation Program

1. Ask faculty (or high school counselors for incoming students) to _____ students for certain types of clubs and orgs, or even specific groups like student government
2. Send a _____ to the student letting them know they have been nominated and invite them to join
3. Download a free template at <https://bit.ly/3ovZYXD>

H. Think Outside of the Box

1. Ask the office of admissions to assist in _____ students who be interested in your type of club/organization.
2. Be _____ in making contact.
3. Show what you do, such as performing a _____ project.
4. Don't overlook the importance of _____ recruitment!