



Mt. Wachusett Community College Workshop

Closing the Sale: Recruiting a Ton of Members

Dave Kelly | America's Student Leadership Trainersm

A. Conducting a Successful Recruitment Expo

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

B. Elements of a Successful Session

1. Sign-up information - Use _____, _____, or _____ to a Google Doc or similar platform. Get this info:
 - 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. _____!

C. 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

D. The Informational Meeting

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

E. 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.)

F. 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>

G. 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!
- 5. Other ideas? _____

