



Virtual Leadership Workshop | August 24, 2021

Recruitment, Retention, and Fun & Engaging Meetings for Clubs/Organizations

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I. Membership Recruitment

A. Conducting a Successful Recruitment Session

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

B. Elements of a Successful Recruitment 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. _____!

C. Follow-up on the Recruitment Session

1. Everyone who signed up should receive a _____ 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.

CI. The Informational Meeting

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

CII. 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, virtually.

6. Get _____ and background information through an _____ or similar format. (All sources of contact: home phone, cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)
7. _____!

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 may have expressed an interest 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!

II. Membership Retention and Fun & Engaging Meetings

What are the most important aspects of your organization?

A. Issues Affecting Retention

1. Meetings are _____ or _____.
2. Make the meeting _____ and _____ with lots of _____.
3. A _____ welcomes people to the meeting.
4. Have _____ to give the attendees a chance to meet other people.
5. Call the meeting to order on _____!
 - a. Have _____ playing.
 - b. _____ the meeting and post it so members can access it later if they could not attend live.
 - c. Lead a group _____ such as the Pledge of Allegiance.
 - d. Recite club or organization _____.
 - e. Have an invocation, humorous story, thought of the day, or this day in _____.
 - f. Offer member _____ in the form of the “membership minute”.
 - g. Give members an _____ to talk about what is going on with them, _____ concerns, and _____ how they feel.
 - h. _____ report on their activities and items of interest.
 - i. Introduce special _____.
 - j. Have the greeter introduce other guests and meeting _____.
 - k. _____ report on their area of responsibility and upcoming activities.

- l. Recognize _____, big accomplishments, milestones.
- m. End the meeting on _____!

B. The organization is not what the student _____ it to be.

- 1. Be _____ and upfront regarding what the club is about.
- 2. Be clear regarding expectations about _____ attendance and how much _____ is required!
- 3. Have a varied _____ of activities, some of which can include other _____ members and friends, such as _____ projects.

C. Challenges _____ members from being _____.

- 1. _____ for the student have changed:
 - a. _____ with work or class schedules.
 - b. Another _____ meets at the same time.
 - c. Academic _____ may be heavier than expected.
- 2. Employ:
 - a. All available _____!
 - b. Have more than ___ meeting per week, at a different time and day, perhaps led by the vice-president.
 - c. Participation in _____ and activities even if they cannot make meetings.
- 3. _____ issues
 - a. Consider the _____ that someone should have to pay to be involved.
 - b. Use an _____ for financial commitments.

- c. Conduct _____ - _____. (You must clearly state the purpose of the activity and what the money is for.)
Virtual fundraising ideas: <https://bit.ly/311YZyj>
- 4. Members miss a lot of _____.
 - a. _____ to let them know they were missed
 - b. Send a _____ note
- 5. Make the club or organization fun to be a part of by making membership in the organization _____.
 - a. Conduct an induction _____.
 - b. Give a _____ of membership or a name badge. Give value to membership in the group through _____ (scholarships, conventions, networking, etc.)

D. The 5 “R’s” of Retention”

- 1. Give them a _____.
- 2. Enforce _____.
- 3. Give out _____.
- 4. Assign them a _____.
- 5. Help build _____.

E. Points of Information About Meetings

- 1. Play _____.
- 2. Use _____ and _____.
- 3. _____.
- 4. Let _____ know in _____ that they will be _____ to speak or report.
- 5. Rotate your meeting format (example)

- a. Week One: Business
 - b. Week Two: Social and fun
 - c. Week Three: Service Project
 - d. Week Four: Speaker
6. _____ on time, _____ on time.
7. Use _____ to make a _____.