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## 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 \_\_\_\_\_.

**DI. Points of Information About Meetings**

- 1. Play \_\_\_\_\_.
- 2. Use \_\_\_\_\_ and \_\_\_\_\_.
- 3. \_\_\_\_\_.
- 4. Let \_\_\_\_\_ know in \_\_\_\_\_ that they will be \_\_\_\_\_ to speak or report.
- 5. \_\_\_\_\_ 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 \_\_\_\_\_.