



# **Recruitment and Retention Defines Your Club or Organization**

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## **I. Defining Your Identity**

- A. \_\_\_\_\_ on what your mission is, what you are all about, and what sets you apart from other groups.
- B. Be \_\_\_\_\_ and upfront regarding what the club/organization is about.  
(substance over image!)

## **II. Recruitment Defines You**

- A. No \_\_\_\_\_!
- B. \_\_\_\_\_ your club (tri-boards, scrapbooks, videos)
- C. Wear proper \_\_\_\_\_ (t-shirts)
- D. Several \_\_\_\_\_ should participate, at least \_\_\_\_\_
- E. Have a defining \_\_\_\_\_ statement or question:  
\_\_\_\_\_  
\_\_\_\_\_

### **F. Sign-up sheet information:**

- 1. Student \_\_\_\_\_
- 2. \_\_\_\_\_ Status
- 3. \_\_\_\_\_ number
- 4. \_\_\_\_\_ address

- 5. Areas of \_\_\_\_\_
- 6. \_\_\_\_\_!
- G. Display \_\_\_\_\_ or \_\_\_\_\_
- H. \_\_\_\_\_!

**III. Elements of a Successful Flyer or Digital Marketing Video**

- A. It should contain the following:
  - 1. \_\_\_\_\_ of the organization
  - 2. List of activities, programs, and \_\_\_\_\_ to be involved.
  - 3. List of typical \_\_\_\_\_
  - 4. List of \_\_\_\_\_ within the organization (including the advisor)
  - 5. \_\_\_\_\_ addresses
  - 6. Meeting \_\_\_\_\_, \_\_\_\_\_, and place/platform
- B. Use a virtual \_\_\_\_\_ to display a logo, picture of members, etc. Anything that shows who you are!
- C. Have \_\_\_\_\_, balloons, \_\_\_\_\_, even use \_\_\_\_\_ and reactions.
- D. Make it \_\_\_\_\_! If your club/organization does not appear to be fun, who will want to become \_\_\_\_\_ with it?

**IV. Follow-up On the Recruitment Session**

- A. Everyone who signed up should receive a \_\_\_\_\_ that same night with your \_\_\_\_\_ attached.
- B. Invite them to the \_\_\_\_\_ meeting.

- C. Before information meeting, \_\_\_\_\_ to remind of meeting date, time, place, and to \_\_\_\_\_ them to attend.

**V. Information Meeting**

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

Provide a **virtual participation** option for on-line only students, people who cannot be on campus during the meeting, and to record it for those who cannot attend live.

- A. Have dedicated people handle the \_\_\_\_\_ aspects.
- B. \_\_\_\_\_ all attendees as they \_\_\_\_\_ the meeting.
- C. Pair them with a \_\_\_\_\_ member(s), perhaps use a \_\_\_\_\_ room.
- D. All \_\_\_\_\_, advisors, and members introduce themselves.
- E. Have an \_\_\_\_\_ to get people mingling virtually and in-person.
- F. 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.)

- G. \_\_\_\_\_!

**VI. The Membership Invitation Program**

- A. 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.
- B. Send a \_\_\_\_\_ to the student letting them know they have been nominated and invite them to join.
- C. Download a free template at <https://bit.ly/3ovZYXD>

**VII. Think Outside the Box**

- A. Ask the Office of Admissions to assist in \_\_\_\_\_ students for certain types of clubs and orgs, or even specific groups like student government.
- B. Be \_\_\_\_\_ in making contact.
- C. Show what you do, such as performing a \_\_\_\_\_ project.
- D. Don't overlook the importance of \_\_\_\_\_ recruitment!

**VIII. Issues Affecting Retention**

- A. Challenges keep students 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 or other officer. Maybe go virtual for this.
    - c. Participation in \_\_\_\_\_ and activities even if they cannot make meetings or officer hours.

- 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.)
- 4. 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 through \_\_\_\_\_ (scholarships, trips, conventions, networking, etc.).

B. The Five “R’s” of Retention

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

C. The Big Question: What are the most important aspects of student government at St. Bonaventure University?

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