



Middle Tennessee State University

**Leading in the Virtual World: Recruitment
and Retention for Clubs/Organizations**

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I. Membership Recruitment in the Virtual World

A. Conducting a Successful Virtual Recruitment Session

1. Know the date and time! _____, _____ - _____ pm
2. _____ your club (slides, chat links, social media)
3. Wear proper _____ (t-shirts)
4. Use a virtual _____ to display a logo, picture of members, etc. Anything that shows who you are!
5. Several _____ should participate
6. Have a defining _____ statement or question:

B. Elements of a Successful Virtual Recruitment Session

1. Make it fun! Have _____, balloons, _____, even use _____ and reactions in Zoom.
2. Sign-up information:
 - a. Student _____
 - b. _____ Status
 - c. _____ number
 - d. _____ address
 - e. Areas of _____

3. Create an informational _____. Have a _____ to post in the chat. Send it later during follow-up. 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
4. Display _____ or _____.

C. Follow-up on the Virtual 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

D. The Virtual 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 Virtual 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.)

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>

II. Membership Retention in the Virtual World

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 _____.