Effective Member Recruitment

*Training using constructivism training techniques*

***2 minute intro***

**Step 1: Exploratory Activity: 2-3 minutes**

* Get into pairs
* Own experience being recruited
* What’s been effective for your group for recruiting and retaining members?

**Step 2: Carousel: 15-20 minutes**

* In assigned groups, alternate going to sheets and answering questions as a group
  1. **List ways to get people interested in your club/ organization.**
  2. **How do you keep members active/engaged in your organization, participating in your activities, and getting shy members and new members more involved?**
  3. **You are a new club/organization, what do you do next?**
  4. **How do you find out strengths of your members and then how do you utilize them?**

**Step 3: Jigsaw: 25 minutes**

* Groups will then decide how to present material will have 7-10 minutes
  + Group 1 – Publicize an event/meeting coming up.
  + Group 2 – It’s after the club fair, you have a lot of people that are interested in your group, now what?
  + Group 3- Use technology to enhance your club/organization.
  + Group 4- You are a new club, you are at your first meeting.
* Presentations: each group has 2-3 minutes to present (10 minutes total)

**Step 4: Closure: 5 minutes**

* Everyone will say one thing they learned today

The Real Leaders of SUNY Potsdam - Tips & Tricks

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**Step 1: Exploratory Activity: 5 minutes**

* Get into pairs
* Own experience being recruited
* What’s been effective for your group for recruiting and retaining members?

**Step 2: Carousel: 15-20 minutes**

* In assigned groups, alternate going to sheets and answering questions as a group
  1. **List ways to recruit members to get involved with your organization/ come to meetings.**
     + Posters/flyers
     + Facebook/Twitter/MySpace
     + SPW/ tabletents
     + Word of mouth
  2. **How do you keep members active in your organization, participating in your activities, and getting shy members and new members more involved?**
     + Keep meetings fun & exciting
     + Have an agenda and a point for your meeting
     + Give members things to do so they feel like they’re contributing
  3. **How do you use technology for recruiting and retaining members? Benefits of technology?**
     + Create a website/Facebook page for members to go to, to keep in touch
     + Email listserv
     + Share photos, stories about events
     + Link your website to the main Potsdam website
  4. **How do you find out strengths of your members and then how do you utilize them?**
     + Talk to them individually
     + Do a survey
     + Ask to write it down and put it in a hat
     + Give things to do to get ready for activities based on people’s strengths

**Step 3: Jigsaw: 20 minutes**

* Groups will then decide how to present material will have 7-10minutes
  + Group 1 – Make a poster/flyer to publicize your upcoming meeting/event.
  + Group 2 –You’re at a club fair, talk to interested students
  + Group 3-create something that would incorporate technology to advertise a meeting or activity.
  + Group 4-It’s the first meeting of the semester, how would it go, how would you make new members feel welcome and get the group excited for the year?
* Presentations: each group has 3-4 minutes to present

**Step 4: Closure: 5 minutes**

* Everyone will say one thing they learned today
* Evaluation