When Recruiting Members - **KNOW...**

**#01 Your Organization**
Before you can recruit members into your group, you have to fully understand your organization. Consider these questions:

- What is our mission/vision/purpose?
- What are the major programs/events/opportunities that our organization offers?
- What are our core/guiding values and principles?
- What are the goals of our organization?
- Where is our organization going?
- What does the future look like for our group?

**#02 What You Have to Offer**
Once you are clear on your organization's goals, future direction and major programs, you must decide what is in it for others.

You should be able to speak about what potential members will gain by participating in your organization.

To get started, think about why you joined your organization and what skills/experiences you gained through your involvement.

Other reasons might include: gaining a network of peers/friends, collaborating with faculty, staff, and other students, serving as a representative of the University, gaining experience and additional skills.

**#03 What You Want**
It is important to understand what you want to get out of your recruitment efforts.

When setting your recruitment goals you should consider:

- How many new members do you want/need for this year? / What is your total membership goal for the organization?
- What skills/attributes/interests should the members have?
- When can members join (year round, at the beginning of each semester, etc.)?
- Is there any experience that a member should have before they join?

**#04 How to Include Everyone**
Member recruitment really should be the responsibility of everyone in the organization. Allow each current member to use their own talents and strengths to enhance your recruitment process whether that's through brainstorming, tabling, presenting, etc.

For those you're recruiting, ensure that you create a variety of ways to be involved with the organization, so that everyone can engage in a way they feel comfortable with. For example, some members may prefer to be behind the scenes while others like to be front and center at events.

Give everyone the chance to contribute to the success of the organization in their own way.