

Word of mouth

This is the most effective way to get prospects. Encourage your current members to talk it up and invite a new person to each meeting or activity.

Use a website

There are multiple web site resources available to assist you in developing and hosting your organization's web site.

Ask the Dean of Students Office to do a workshop with your organization

Retain your members

Above all, your new members (and your old members) will need to feel like they belong in the group. Get them involved in the workings of the organization? Get to know them. Help them get to know you. Let them know that their contributions are needed and appreciated. Following these steps will lead to more enjoyable and rewarding experience for both the new members and for the organization. Use your advisors to get to know more in the group.

Additional Information

For more information on building your leadership skills or getting involved in a leadership role on campus, please contact the Dean of Students office. The Student Organization Area can assist in providing additional advisement to the needs of your club/organization. The Student Leadership Institute provides opportunities such as workshops and a University Leadership Conference. Feel free to contact us for any leadership development or support that you may need. We look forward to hearing from you.

Dean of Students
(714) 278-3211, TSU 235

Student Leadership Institute
(714) 278-5999, TSU 235

Student Organization Area
(714) 278-7622, TSU 245



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FULLERTON

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STUDENT AFFAIRS

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Recruiting
New
Members

Dean of Students

Recruiting new members

New members are the life of any organization. They provide new ideas, enthusiasm, replacements for lost members and potential officers.

Everyone wants new members. New organizations are starting all the time. As the number of student groups increase, the competition for new members intensifies. This page is designated to help your group successfully recruit and retain new members.

Evaluate your organization

The first step to take in planning a recruitment drive is to look at your organization: you have to know the product before you can sell it. The best way to run an unsuccessful campaign is to be unsure of the goals and objectives of your own group. What is our purpose? What is our future plans? Knowing the answers to these questions will help you define who you want to recruit and how you want to recruit them.

Build a profile of those you want to recruit: Freshmen? Graduate students? What majors? Interest or hobbies? Is there a certain spot on campus these students are likely to be found? A residence hall? A particular major or

program? What medium will most likely appeal to this person? Posters? Music? Keep this profile in mind when you advertise, but not to the exclusion of others! Remember the non-discrimination in statement your constitution!

Reflect on how your current members first became acquainted with the club and why they joined.

Think of the things your organization has to offer to prospective members. Fun? Prestige? Leadership possibilities? Developing interpersonal skills? Be sure to incorporate what you have to offer into your publicity.

Select a method

Participate in various festivals designed for club exposure to do recruitment and fundraising, e.g. Titan Welcome Week, Clubfest, NSO II, etc. Even if there isn't a big event, you can set up an information table on Titan Walk in the Quad, just make sure to reserve the space through the Student Organization Area (714) 278-7622 or TSU 247. At your table you should have handouts and upcoming meetings and activities, the purpose of your organization, and a list of current officers. Scrapbooks or awards are helpful too.

- ◆ Orientation Reception

- ◆ Plan a reception {with refreshments, a free meal, or door prize} to acquaint prospective members with your organization:
- ◆ Have a pizza party
- ◆ Show slides of previous events
- ◆ Have display of scrapbook, awards, newsletters, etc
- ◆ Invite supportive staff or faculty and those you want to know better
- ◆ Invite former club officers {graduate students, alums, etc.} These could be potential advisors
- ◆ Have an official welcome and brief explanation of your organization, introduce your officers, and announce upcoming events and projects {have handouts}
- ◆ Put your best foot forward without deceiving prospects as to who you are.

Target mailing

Some clubs mail information about their organization during the summer to specific students.

The law regarding the privacy of applicant the information prevents the University from releasing labels to organizations such as you own. In order to accommodate your needs and abide by the privacy law, a special procedure is in place. Contact Dean of Students if you want more information.