EVOLVE

Realize your potential

cpccstudentlife

Recruiting New Members

Whether your group is brand new or established, you are going to want new members to take the place of graduating students and those who move on to other activities.

1. **Examine Your Organization:** Current members should know and understand the mission of the club so they can communicate the club's purpose to potential members.
2. **Set Recruitment Goals:** As a group, decide what you are looking for in potential members and how many students you want involved.
3. **Get Everyone Involved:** Have current members contact people they know who might want to get involved. Word-of-mouth is the best and least expensive type of publicity you can utilize.
4. **Publicize:** Have member with artistic talents work on posters, flyers, and banners. Contact Student Life about publicity options and guidelines.
5. **Plan Recruitment Activities:** Invite potential members to club meetings and events so that they have a better idea of how the club runs. Participate in Student Life events and have an information table so students can learn more about your organization.

Tips for Retaining New Members:

- Plan a special meeting or event to welcome new members. Ask the Office of Student Life about teambuilding activities.
- Orient new members to your organization's goals and objectives for the upcoming year. Proper orientation leads to better understanding, more commitment, and less frustration.
- Give new members responsibilities within their skill level and that they can successfully accomplish. Be sure that their first club experience is a positive one.
- Have fun! Make time to socialize and celebrate your achievements. If all you do as a group is work, it will become a burden to participate and your members will quickly lose interest.

STUDENT LIFE

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