

Recruitment & Retention

How Can We Find New Members?

Start recruitment by spending time with current members. You may be thinking, "That's nuts! Why spend more time with current members if we want to branch out to new members?" Current members can help you recruit new people by spreading the word about your organization. Current members should work with you to define both the purpose of the organization and the benefits of membership. Few people will choose to join an organization if they don't know its purpose. Also, many students are motivated to join an organization if current members can answer the question, "What's in it for me?"

How to Find New Members

- × Encourage each current member to recruit a friend
- × Publicize your organization
- × Create a brochure
- × Personally contact those students who indicated interest in your organization
- × Resident Assistants
- × Faculty
- × Plan a fun event
- × Activities/Organization fairs
- × Follow-up on contacts
- × Set up a series of informational meetings
- × Set up an informational table in the CMU
- × Send out a mass mailing to other organizations
- × Call and invite target groups to your meetings and events
- × Make announcements at all your programs
- × Advertise in the TTN, the Advocate, student listservs, the OSA wall calendar, and more

Recruitment Overview

Before:

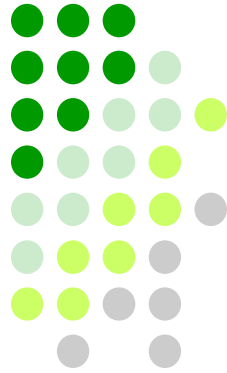
- × Identify and discuss what your group has to offer students
- × Identify whom you want to recruit
- × Decide if your organization's image is what you want it to be
- × Create job descriptions for officers
- × Be familiar with MSU Moorhead's policies for solicitation

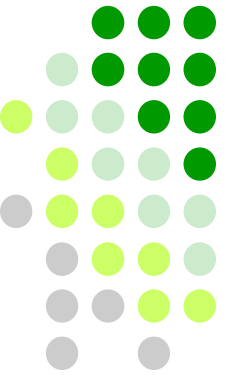
During:

- × Use windows, posters, table tents, the Advocate, the TTN, and KMSC to advertise
- × Encourage current members to talk about it
- × Hold an open house
- × Don't oversell your group by creating inaccurate expectations
- × Make new members feel important

After

- × Have team builders for interested students to raise group commitment
- × If they express interest, keep in contact
- × Remember names





Retention

Continually recruiting and training members takes a lot of time and energy. Set new members up for continued involvement. An Incorporation Packet gives new members information about the organization and gives current members information about the new members.

Incorporation Packet

Interest Form – Personal data, experience, expectations, class/work schedule, interest areas.

Statement of Organizational Philosophy and Goals - Copy of constitution. Description of what your organization does, for whom, and why.

Committee and Position Descriptions - Should be specific without limiting creativity and individuality.

Organizational Flow Chart - Show leadership positions. Helps people to understand how the organization functions.

Grape Theory of Motivation

- | | |
|----------------------|--|
| Growth | Being able to increase one's skills and competencies, perform new or more complex tasks, participate in training programs |
| Recognition | Promotion within the organization, praise for achievements, positive and constructive critical feedback, receiving an award, printed reference to an individuals activities, being "listened to" |
| Achievement | The opportunity to solve a problem, see the results of one's efforts, and reach goals that one has established to create a "whole", tangible product |
| Participation | Involvement in the organizational decision making, planning, and scheduling one's own work and controlling one's own work activities |
| Enjoyment | Having fun in a warm, friendly, supportive atmosphere |