What is Recruitment?
Recruitment is the process of inviting or soliciting prospective members, participants, and/or volunteers to join your organization, attend programming, and/or assist the leadership. Recruitment is most effective when there is a formal plan to recruit.

Why Recruit?
Recruitment is important because it provides structure to how your organization attracts new people. Some people may join your organization without having ever been formally invited or solicited. However, such instances are random and should not be counted on as the only way to increase membership or seek volunteers. Instead, a formal recruitment plan should be a primary process.

Recruitment Basics
When Should We Recruit?
Recruitment should essentially occur throughout the entire year. Your recruitment plan should consist of two phases:
(1) Orientation week: This specific recruitment drive should focus on new students and upperclassmen refreshed from the summer break and excited for the new year. This drive should extend through the first few weeks after orientation week as well.
(2) Rest of the year: This general recruitment process should focus on students who show interest in your organization through indirect methods like viewing marketing for events or attending actual programs.

Both phases aim to inform students how they can get involved with your organization. One of the most important things to make sure of is that whenever you’re looking to recruit new members is to be available to answer questions or help new members join.

Possible Benefits to Promote (Cont’d)
- Social gathering
- Skill development
- Recognition
- Prestige
- What Groups Look for in Members
- Enthusiasm
- Skills & abilities
- Capacity for development
- Desire to work within group
- Motivation
- Ability to get things done
- Interest in group goals & mission
- Basic Information To Share
- Structure/How the group operates
- Goals
- Job descriptions
- Responsibilities
- Expectations of membership
- Criteria for selection
- Programs and activities
- Meeting schedule
- Being a role model
- Meeting new challenges

Source: Duke University – Student Affairs – Multicultural Center
Recruiting

Planning a Recruitment Campaign

- Set achievable, believable, measurable goals and create an action plan for reaching these goals.
- Brainstorm methods to reach your goals. Establish a theme for your campaign.
- Create a planning calendar detailing important dates and deadlines and who is responsible.
- Delegate duties to members.
- Implement the recruitment campaign targeting the segments of students you want to attract.
- Evaluate your campaign.

Recruitment Techniques:

Personal Contact/Word of Mouth:
- Set up a series of informational meetings.
- Ask members to invite a friend to the next meetings.
- Develop a brochure that will answer questions and serve as a resource.
- Set up an informational booth in the Tivoli.
- Reach out to faculty/staff who will encounter students searching for involvements.

Announcements:
Get the word out! Send information to your target population with a tear-off on the bottom to send back with their names and phone numbers. Include the purpose of your organization, goals, upcoming events, benefits of joining, and your meeting date, time, and location. Use posters, the MET Radio and The Metropolitan.

At Your Next Event:
- Have an information table with a sign up sheet for potential members. Have someone there to answer questions.
- On the advertisement of your event, recruit new members with a simple "If you are interested in helping plan our next event call/email…"
- Develop a slide show.

Work with Other Groups:
One of the great ways to get your group’s name out is to co-sponsor events with other student groups. Not only will this lead to a successful event but it will also allow members from each group to interact with each other. Students can belong to more than one organization so it can only help your group to try to recruit members of other groups.

Possible Benefits to Promote

Meeting new people
Learning new skills
Enhancing current skills
Gaining work experience
Getting out of the house
Being needed
Gaining recognition from others
Influencing others