



Recruitment: There are at least four major reasons people join student organizations – if your organization can satisfy these reasons, then you are more likely to recruit and maintain strong membership.

Desire to get involved – this is the most common reason people join student organizations. When recruiting someone that simply wants to get involved, you need to be able to explain what involvement opportunities your organization provides. Have an easy way to explain (v)1dkwp7FreA9oEaly , serviis the elvement

Retention: Maintaining your membership is as important as recruiting.

- Be sure you are taking steps to keep your new members involved and invested in your student organization. All kinds of people are needed to have a strong organization.
- Having an agenda will help your student organization find this balance. Agendas indicate to all members what needs to be discussed at what time and when it is appropriate to have fun.
- Remember that your student organization is only as strong as its weakest link. If you have members that seem to be doing nothing but taking up space, ask them why they joined and what they want out of the student organization. Help them to feel needed by helping them find their role within the student organization.
- Offer incentives. Schedule trainings and workshops that will help your members build skills and invest in their own success.

Ideas for Recruiting Members

- Talk to your friends or people you believe would be interested in the activities of your student organization.
- Invite your friends to like the organization's social media. Include some of the benefits of involvement.
- Have each existing member responsible for bringing one new member to the next meeting.
- Ask RA's and other student employees if they know of students who may be interested in joining your student organization.
- Participate in Student Organizations Fairs in the fall and spring. Fairs are an excellent way to promote your student organization each semester.
- If you need students with special talents (i.e. artists, public relations) or if your student organization's purpose attracts certain majors, ask faculty in that department for their advice on potential members. Faculty may even be willing to announce or post your meetings.
- If your student organization relates directly to a specific major, talk with people in your core classes and invite them to your meetings and events.
- Utilize the perk of free booth space in the Wood Center during the busy lunchtime hours to promote your student organization.