

Recruiting, Motivating and Retaining Members

Recruiting New Members

A. What do you do to recruit new members?

1. Understand your organizations mission and goals
2. Set recruitment goals, how many, is there a deadline, can we accept applications any time etc.
3. Your ideas here!

B. Ways to recruit new members:

4. Recruit at your events
5. Academic organizations can send a letter to those student enrolled in your major.
6. Have a booth at Oktoberfest, Spring Weekend and the Involvement Fair.
7. Hold interest meetings
8. Have a table in the dining hall
9. Put information on the Table tents
10. Co-sponsor events with other organizations.
11. Get everyone involved in recruitment. Give an incentive to those members who bring one new member to an interest meeting.
12. Word of mouth
13. Develop a recruitment campaign. Be creative and innovative
14. Go to where the students are, Reach out to a diverse group of students

Retaining Members

Get them involved as soon as they join. Make them feel part of the organization.

- a. Give them responsibility
- b. Let them have a say, listen to their ideas
- c. Don't be a dictator
- d. Work with advisor to provide incentives for those who are contributing
- e. Have social events in order to get to know one another better
- f. Have a day or weekend retreat
- g. Have clear expectations and a job description if appropriate
- h. Be organized
- i. Respect all members
- j. Plan programs that are of interest to your members
- k. Create an organizational structure/governance that encourages participation by all members.

Motivating Your Members

A. The Grape Principle

G is for Growth: Does your organization provide growth opportunities for all interested members? Are there opportunities for members to move into positions of leadership or are there only a few opportunities usually “saved” for the senior members?

R is for Recognition: Do you recognize members when great things are occurring in your organization? Don’t wait till the end of the year. People need and appreciate being recognized for the hard work they have been accomplishing in a timely manner. Recognition or awards that are presented may also serve as a motivating factor for other members who would like to achieve a certain level of success.

A is for Achievement: A sense of “team” achievement is important. Even if the member wasn’t the “key” person who helped accomplish a task, it’s important that everyone feels as if they contributed to the success of the organization. When the organization is honored, it is important that the group realize that everyone from a member who may have done a simple task to the president of the organization contributed and has a feeling of accomplishment.

P is for Participation: Can everyone participate in programs and events? At one time, perspective members of certain organizations had a six-month waiting period before reaching “full” membership status. This limited the participation of the new members. There was no problem when new members were needed to work on menial tasks but other tasks were reserved for “full” status members only. Make sure your organization is open and willing to accept all student members’ contributions regardless of how long they have been with the organization.

E is for Enjoyment: Volunteering and working hard in an organization has to be fun! If being a part of a group isn’t fun why be a member? Students’ time is valuable and there is a multitude of options for them to be involved with. Make sure one of the best options on campus is being involved in your organization.

B. Factors that affect Motivation

- a. Group size
- b. Group goals
- c. Publicity
- d. Competencies of members
- e. Leadership

- f. Meeting time and length
- g. Social interaction

C. Motivating Members

Motivating your members comes from inner needs, personal drives and goals. It is your task as a leader to tap into these and supply an outlet for their fulfillment. The rest is up to your group members

- a. Ask why they are involved with the group and what they want to get from their involvement.
- b. Acknowledge those who do well, card, candy, small thank you, campus or national recognition, etc.
- c. Motivation has to come from within. Be a model.
- d. Explain the purpose of your organization. All members need to buy into the purpose.
- e. Have a positive, “can do” attitude.
- f. Allow for personal growth.
- g. Use peoples names, a person own name is the sweetest sound in the words
- h. Give titles and build prestige into the job
- i. Use team building exercises to strengthen loyalty and commitment
- j. Sponsor contest and give awards
- k. Involve members in goal setting and decision - making.
- l. Be courteous and respectful at all times
- m. Keep members well informed
- n. Clarify your expectations
- o. Be honest fair and consistent. Be an impartial leader
- p. Provide honest feedback
- q. Evaluate members
- r. Delegate
- s. Create social support networks
- t. Provide individual attention that identifies and utilizes member’s strengths and provides opportunities to develop new skills.

Students stay with organizations that are organized, dynamic and meet their personal goals for membership. Prospective members want to know that the organization is moving forward and successful in meeting the group’s goals. Identify the needs of the individual members is the key to having a strong organization with enthusiastic members. To remember why students join organizations and what helps retain them, just think of the GRAPE principle.