



“Join Our Organization!” Organizational Recruitment

Getting the Word Out!

New members are the life of any organization. They provide new ideas, enthusiasm, replacements for lost members and potential officers.

Before you can recruit successfully, you must evaluate your organization. All of the current members should understand the mission of the organization before you can recruit new members.

Secondly, you should figure out whom you are targeting. First Year students? Graduate students? Certain majors only? Keep this profile in mind when you are designing your advertising/promotional campaign.

Think about what you have to offer. Are you a social club? Do you offer the potential to network? This should also be included in your promotional material.

Lastly, you are going to want to examine which channel, or channels listed to the right you want to use to get the message out to new potential members.

- **Advertising in the Daily Vidette**– If your organization can afford to do so, you should place an advertisement in the *Daily Vidette* letting students know that you are looking for new members and about your organization.
- **Utilize the University Calendar**– The University calendar is available online to anyone at www.calendar.ilstu.edu. You can list your organization’s meeting times and events on this calendar.
- **Utilize Campus Connections**– Campus Connections is seen by all students in the residence halls. Email PowerPoint slides to: uhscampconn@mail.sys.ilstu.edu.
- **Contact WZND**- For free, live on-air announcements, contact WZND News at 438-5499 or Newsroom@wznd.com
- **Posters/Flyers**– Placing posters or flyers around campus is a more cost-effective way of getting your name out, although it can be more time consuming than an advertisement (because you have to have the people to display them). Bright colored posters are the best kind; however, make sure that you put them in a location that they 1.) Are sure to be seen and 2.) Does not violate any university posting policy.
- **Letters to other campus organizations**– Sometimes the best way to find new members is to look within other organizations for talented members. By sending a letter to the presidents of other organizations asking them to make an announcement about your organization, you might find a future leader for your organization.
- **Letters to departments**– Sometimes an untapped population is the graduate student population. By sending letters to departments, you can find interested members.
- **The internet**– If your organization has a website, provide information about your organization for interested students to be able to read.
- **YOU are your best PR**– Wear your organizations T-shirts and memorabilia. Don’t forget to publicize events using your organization’s name. The more visible you are on campus the more interest you will create.

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