

Too often potential members leave committees after a few weeks because they feel unwelcome. Every member must welcome new recruits with open arms and a smile. Make them feel at home.

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Components of a Successful Recruitment Campaign

1. Recruitment should be personal.
Recruit by word of mouth, one-to-one interaction, use of faculty and staff, and creative publicity.
2. Recruitment should be systemic.
It must be organize, logical, well-timed, and efficient.
3. Recruitment should be specific.
Identify a target group. Identify needs and motivation. Know what you have to offer.
4. Recruitment should be meaningful.
It should fulfill the needs of the members as well as the organization.
5. Recruitment should be year round.
It does not end after an increase in committee attendance has been accomplished. Recruitment must be continuous, developing the students to their fullest potential.
6. Recruitment must be the responsibility of all members.