



# HOW TO SUCCESSFULLY RECRUIT NEW MEMBERS

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*Circle K Recruiting Presentation*

# GOALS

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- You will leave here with new ideas and practices to implement within your respective chapters
- You will have a better understanding of *how* to successfully recruit new members

# A LITTLE BIT ABOUT ME.

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- Junior at George Mason University
  - BA in Comm, Public Relations Concentration; BS in Tourism & Events Management, Events Management Concentration
- Sister of Alpha Omicron Pi, held multiple positions within the organization
- Involved in both formal and informal recruitment in all aspects (PNM, Sister, Recruitment Counselor)

**LET'S GET STARTED . . . FIRST I HAVE A COUPLE QUESTIONS**

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**WHAT ARE SOME REASONS  
PEOPLE JOIN STUDENT  
ORGANIZATIONS?**

- To find a group of like minded people (make friends)
- To have a sense of purpose
- To build their resume and skills
- Networking opportunities
- TO HAVE FUN!!!!!!!!!!!!

**WHY DID YOU JOIN CIRCLE K?  
HOW DID YOU LEARN ABOUT  
THE ORGANIZATION?**

# THE MAIN PARTS OF SUCCESSFUL RECRUITMENT

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- Organization Visibility/Branding- on-campus, in the community, online
- Research and Outreach- on-campus, online
- Building genuine personal connections
- Legacies



# ORGANIZATION VISIBILITY

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- Campus presence; most campuses have hundreds of student orgs. Your org needs to make sure you are constantly seen and visible to set yourself apart
  - kiosking, tabling (with good presentation), student org fairs
- Online presence; Twitter, Instagram, Facebook. Should always be up to date, aesthetically pleasing. Highlight what your organization does, what accomplishments members achieve both within and outside of the org. Interact with both members and potential members.
- Community outreach; help at University run events (ex. Move-in) to not only interact with potential members, but also gain respect and good reputation with the University

# BRANDING

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- What is your brand? Who do you want to portray the ideal member of your organization as?
- Your personal social media reflects on your student orgs, potential members see it
- Most student orgs have a national brand; determining the vision and sticking to it will help to keep you consistent, something potential members notice

# RESEARCH AND OUTREACH/BUILDING GENUINE CONNECTIONS

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- To recruit members, you need to not only instill interest in your org, but form genuine connections
- Look at school Facebook pages, get to know people by their social media (it's not stalking, it's social media)
- Find similar connections (maybe you traveled to the same place, maybe you have the same major) and build a friendship based on that
- Coffee dates, lunch dates, study dates
  - Invite them to hang out so they get to know the people aspect of your organization, will make them more comfortable wanting to join an organization of friends rather than strangers

# LEGACIES

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- Legacies are a key group of people that are more or less yours to lose
- 3 kinds coming into college: the ones who absolutely want to join, on the fence, and those you can't win over
- Give adequate attention to those who are already down to join, and really work to build connections with those on the fence
- Arrange with local key clubs to go present, start recruiting them while their still in high school

# REMEMBER

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- Be genuine
- Build friendships
- Be visible and active on campus and in the community
- Don't forget about the legacies

**QUESTIONS?**