



Recruitment

Agenda

What is Recruitment?

How to Recruit

The First Steps - Names

Hosting an effective M-Night

Reasons for Recruiting

Tips & takeaways



What is
Recruitment?

Definition of Recruitment

Recruitment is a constant, year-round effort to keep your chapter's name in front of people.

Recruitment is the act of identifying individuals for service, and then asking them to join your chapter.

How to Recruit

Listen! Hear what the potential members are saying and respond accordingly. Be engaged and look them in the eye. Let them know you are interested in what they have to say.

What motivates people to join?

They want to make a difference.

Meet new people.

Keep active.

Learn to new skills.

This list above can help you influence your recruitment message.

How to Recruit

Word of Mouth

Existing members are the best method to recruitment. Word-of-mouth is still the most effective method of recruiting.

Print

Posters, business cards, brochures are a handy and a great method to provide information to potential recruits. Printed information can be targeted to particular audiences. Eye-catching designs create a good image of your chapter. Printed materials are easy to produce.

Public Speaking

Assemble a list of local groups that you can take your message to. Set up a time to give a talk or give a presentation about Women of Today and your chapter. Look into local groups like VFW, Lions, Rotary, PTO, Chamber and any of their members, Library and more!

How to Recruit

Community Events

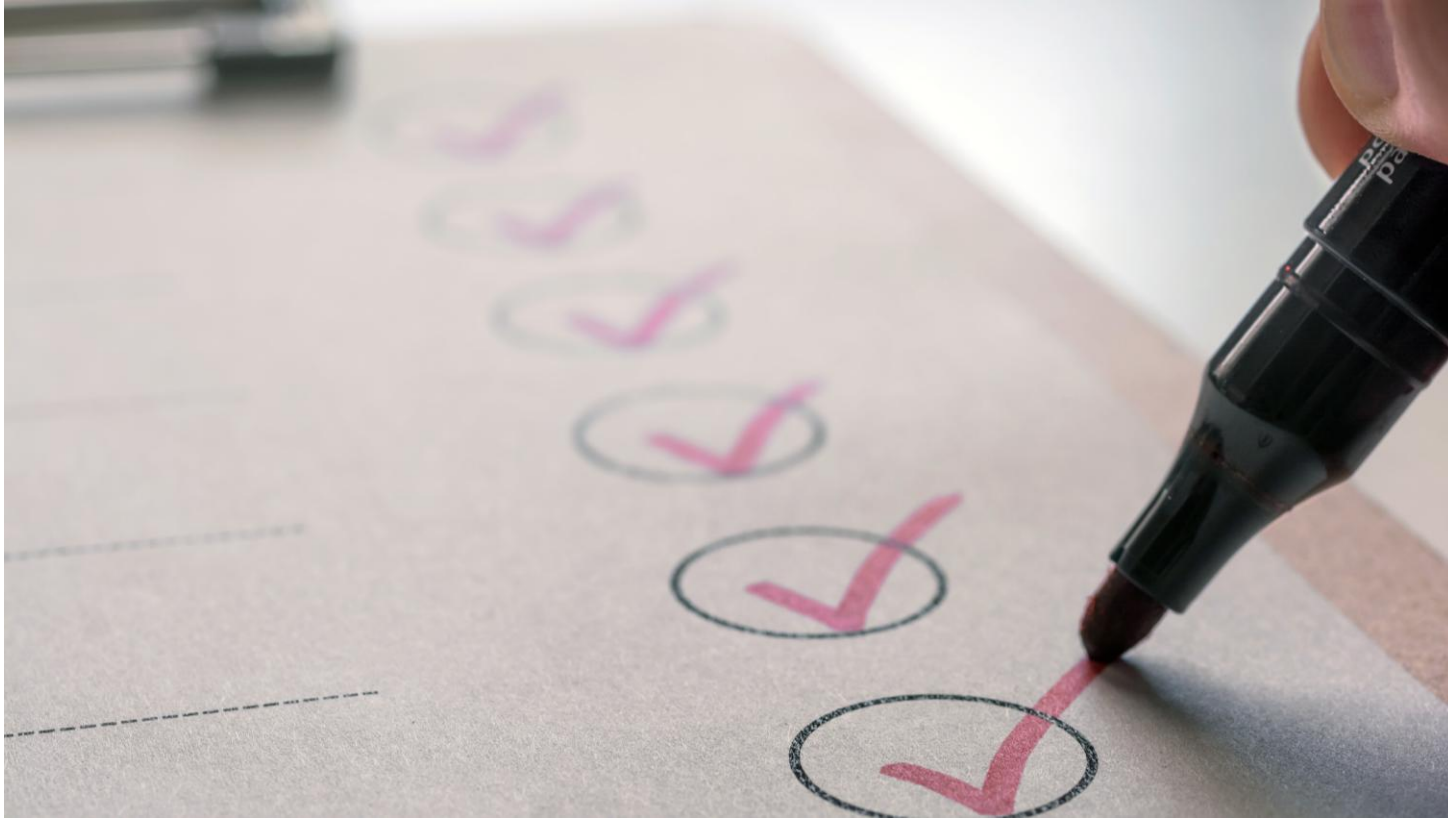
Gets you seen. Provides the opportunity of face-to-face recruitment. You might be offered the opportunity to set up a table to display your chapter scrapbook, pictures and information. Use your printed materials to share with potential recruits.

Local Press

If your community has a local paper, submit a Press Release about an upcoming meeting, announcement of awards received, recruitment event.

Partner with another local volunteer group

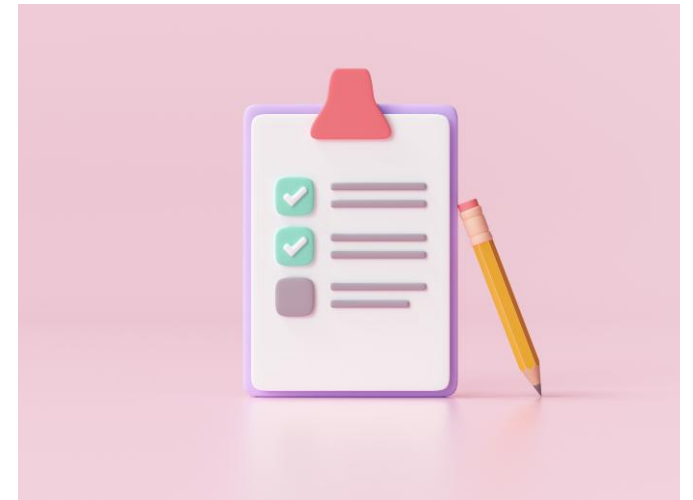
Both groups benefit from having additional hands to help with an event, gives you the opportunity to meet other volunteers and share information about WT. The joint venture also gives a sense of working together for the benefit of the community.



The First Steps - Names

How to Identify Potential Members

- A.) Locate names of prospective members (use the “How to Identify Prospectives” worksheet).
- B.) Don’t eliminate someone because you think she may not join.
- C.) Utilize ideas that worked for current members when they joined.
- D.) Offer the gift of Women of Today – it might be just the thing someone is looking for.





Hosting a successful Membership Night (M- night)

INCREASING THE
SUCCESS OF YOUR EVENT

Effective methods for a successful event

- Form a Committee.
- Send invitations at least 2 weeks in advance of event. Include all the details, place, date, time, RSVP. Decide on a theme. Post to your chapter's Facebook page.
- Follow-up on invitations with a call or email to confirm attendance to event.
- Offer guests a ride.
- Have name tags.
- Assign members to greet guests at the door.
- Encourage members to mingle with guests and answer any questions.
- Present a short informational program about WT and your chapter.

Effective methods for a successful event

- ❑ Invite your guests to join. Let them know you really hope they become a member of your chapter.
- ❑ Have several handwritten invitations and registration forms ready to distribute.
- ❑ Ask guests when they want to pay their dues.
- ❑ If they do not join, follow up with an email and phone call inviting them to the next meeting or social. Do Not Give Up! Stay in touch!
- ❑ Don't forget to serve appetizers and beverages!
- ❑ Offer an opportunity to make an easy craft item to take home.
- ❑ Consider bringing incentives/gifts for attending prospective members.



Reasons for Recruiting

- To keep your chapter vital: all chapter members need to work together inviting others to share in the benefits of Women of Today.
- To maintain healthy membership numbers: we need to continually work on our membership plans. Has your chapter put together a “Growth Plan” for the 2024-2025 WT year? Does your chapter review the plan each trimester and adjust?
- Volunteering Improves Life.
- New members bring in new ideas and refreshes the chapter.
- More members helps to spread the work around. Less burnout.

Final tips & takeaways

What is Women of Today?

- Aim for short, seamless, response.

Practice

- Enlist members to listen & provide feedback.

What is the time commitment?

- Aim for short response. Don't overwhelm the recruit.

What is the cost to join?

- Let recruits know the cost, and share how the dues are distributed.

1. Keep a positive attitude.
2. Invite them to join.
3. Be prepared.
4. Know “why” you joined WT.
5. Don't forget to say “thanks” this goes a long way.



Thank you

