

Making Your Organization Work

Recruiting, Motivating, and Utilizing Your Group Members

Membership Recruitment

Since the community within the college environment changes yearly, recruiting members is a very important task in ensuring the continuity of an organization. An organization should take the yearly process of membership recruitment seriously and should attack it strategically. This requires enthusiastic leadership and active advisorship. Below is a process which an organization can utilize when developing a membership recruitment campaign:

1. Evaluate your group. Know your strengths, weaknesses, organizational goals and objectives.
2. Based on the goals of your group, identify students that might like to be a part of your organization. (For example, chemistry majors will likely be more interested in the American Chemical Society than will be economics majors.)
3. Set specific goals and a time-line for your membership drive. Identify how many new members you want as well as the end date of your membership drive. Set a definite deadline for your recruitment drive so your group can evaluate your recruitment performance.
4. Identify what you want to highlight about your group to potential members. Highlight some of the outstanding events/contributions your organization has done in the past.
5. Below is a list of attributes you may want to highlight about your group (not all of these will apply to every organization)
 - Gain experience and leadership skills
 - Meet new people, make friends and have fun
 - Make a difference on campus and/or in the community
 - Explore opportunities for a possible future career
 - Belong to your *prestigious* organization
6. Select the methods you wish to advertise the campaign (i.e. newspaper ads, informational meetings, etc.). Some strategies include the following:

Activities Fair

Held during the beginning of each fall term, your organization can display information about its activities and goals while new students see what is of interest to them. Make your table fun and interesting: give away prizes, have decorations, make a colorful sign, play games. Be sure to follow up with those students who sign up for involvement opportunities.

Informational Meetings

Invite students who have an interest in joining your organization to a meeting. Have one or two people give a brief explanation of your organization and then break up into a more informal atmosphere where people can then ask questions.

Classes

If your organization is affiliated with a department or has an academic focus, ask professors to announce information about your organization in their classes or ask them to let you do this. Your faculty/staff advisor can get a list of people in different majors from the Registrar's Office and mail them information about your organization.

Recommendations

Send out letters to faculty, staff, and student leaders asking that they recommend students who might be good members for your organizations.

Family Weekend

This event is much like the activities fair but allows parents to see how active Hendrix students are.

Membership Motivation

Getting involvement from others depends upon specific behaviors from committee chairpersons and organizational officers. These behaviors are based upon knowledge of certain principles which affect the ways people learn. Remember that motivation is an internal process. People are not motivated by others, but we do respond to stimuli offered by others. Therefore, in order to get people to motivate themselves into action, leaders must first provide external stimuli which captures the attention and sparks internal motivation. All people have a few basic internal motivations or "wants":

- to belong
- to feel important
- to be successful
- to be loved
- to be alive
- to have variety

Hints on Motivation

Individuals usually participate more when they know the following:

- what they are supposed to do
- what authority they have
- what their relationships with others are
- what constitutes a job well done
- what they are doing exceptionally well
- where they are falling short
- what they can do to improve
- that they will be compensated fairly

- that their work has real value
- that organization leaders have a genuine concern for them
- that their leaders are anxious for them to succeed in personally rewarding ways

As a leader, remember to...

- praise in public
- criticize in private
- be a good listener; hear all ideas
- delegate responsibility and authority to members
- give credit where credit is due
- let members in on plans in early stages
- be consistent
- show confidence in members and expect them to do their best
- when you are wrong, admit it
- have goals, something to strive for
- make changes slowly so members can adapt
- involve members in decision-making process
- set a good example
- let people carry out their own ideas since they do it best