

New Member Recruitment Tools & Tips

Agenda

- Give Aways
- Events
- At Work
- Stats

Give Aways

- New member gets a gift
- Recruiters get a gift
- Contests among clubs/councils or Chapters



Events

- Pioneer Events that you have to be a Pioneer to attend.
 - Golf, Bowling, Socials, Lotteries
- Pioneer Project, target employees volunteering who are not members.



At Work

- Include information on Pioneers in new employee welcome packages
- Get a list of new employees from the companies.
- Membership co-ordinators



At Work

- Include “how to join” with all internal stories
- Presentations to Staff Groups
 - Tug at the Heart Strings
 - Use Videos or Audio
 - Show pictures from events
 - Use audio/visual from organizations you help out
 - <http://www.youtube.com/watch?v=xVZXz3uw2VU>

Stats

- Used to show success or what areas need improvement
 - Who is joining (age groups, female/male, departments)
- Number of New Members
- Percentage of new under 30
- Positive or Negative Growth in Chapter



Simply Ask
