|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| WHO  What type of students? Criteria to join? | WHAT  What is your goal? How many new members? | WHERE  Where will you recruit? | WHEN  When are you planning to recruit? | HOW |
|  |  |  |  |  |

RECRUITMENT PLAN

**Develop a Recruitment Plan**

Different people respond to different stimulus; you should have a variety of ways to attract members. You need to know what types of people you want to recruit for your organization. A complete recruitment plan answers the following questions:

* **WHO?**  Are there any specific types of students you want to reach?  Any set criteria to belong to your organization? Publicize to the population you want to join your organization.
* **WHAT?**  What is your goal? How many students do you want in your organization? Make sure to set a reachable goal.
* **WHEN?**  When are you going to recruit? Recruitment is a full-time commitment. All members of your organization should be involved. Summer Orientation and Fall Fest are great opportunities to recruit new members.
* **WHERE?**  Where you are going to recruit is determined by who you are going to be recruiting.  Can you recruit campus wide? In residence halls? In academic departments?
* **HOW?**  Have your members discuss all the ways which they were attracted to join. Everyone has a different reason why they joined. Most members join through word of mouth. Have members bring a friend to a meeting.