QUICK TIPS

Organizations wither and die without effective use of the recruitment process. We need new members to bring in new ideas and to carry on the traditions of our groups. While it may take considerable effort, it is worth all the time you can put into it.

Below are some thoughts on what people look for when deciding to join a group and what kind of people for whom groups are looking.

Reasons people join groups:
- Acceptance
- Friendships
- Responsibility and authority
- Called by God
- Personal interests
- Vocational interests
- Social gathering
- Skill development
- Recognition
- Prestige

What groups are looking for in its members:
- Enthusiasm
- Skills and abilities
- Capacity for development
- Desire to work within group
- Motivation
- Ability to get things done
- Interest in group goals and mission

LEADING BITS TOPICS

- Advising Groups
- Agendas
- Assertiveness
- Brainstorming
- Communication
- Community Service
- Conflict Management
- Constitution/By-Laws
- Co-Sponsorship with Other Groups
- Delegation
- Difficult Members
- Elections
- Evaluation Series
  - Group Performance
  - Individual Performance
  - Meeting Evaluation
  - Program/Event Evaluation
- Financial Series
  - Budgeting Organization Funds
  - Corporate Sponsorship
  - Fundraising
- Getting Involved
- Goal Setting
- Group Dynamics
- Icebreakers
- Marketing your Leadership Skills
- Meetings
- Minutes from Meetings
- Motivation
- Newsletters
- Officer Transition
- Parliamentary Procedure
- Program Planning
- Public Speaking
- Publicizing Events
- Recognition
- Recruiting Volunteers
- Retreats
- Starting an Organization
- Stress Management
- Team Building
- Time Management
- University Events

LEADING BITS
Tips on Leadership Development
For GROUPS

RECRUITING VOLUNTEERS

is a publication of the Office of Student Activities at LeTourneau University.

Copies are available from the O|SA in MSC-1 or by calling extension 3127.

The O|SA staff offers programs and consultation in these and other areas of personal and organizational leadership.

Published July 2002
LeTourneau University
In approaching individuals to get them involved in your organization, you need to share core information about your group, and most importantly, stress the benefits and opportunities a member would receive from their involvement.

**BENEFITS**
- Meeting new people
- Learning new skills
- Enhancing current skills
- Gaining work experience
- Getting out of the house
- Being needed
- Gaining recognition from others
- Influencing others
- Being a role model
- Meeting new challenges
- Making professional contacts
- Changing the status quo
- Gaining academic credit
- Building self-confidence
- Using talents
- Gaining responsibility
- Putting a hobby to good use

**REACHING PEOPLE**
- Make these benefits known through:
  - Friends
  - Other organizations, living groups, classes
  - Advertising and media approaches
  - Successful programming
  - Creating a good public image
  - Public relations
  - Honest outreach—really seeking new people
  - Honest in expectations of members
  - Stability of group’s structure:
    - (Define where you have been, where you are, and where you plan to go)
  - PRAY diligently for a Spirit of discernment

**BASIC INFORMATION TO SHARE ABOUT YOUR ORGANIZATION:**

- Structure—how the group works and who is involved
- Vision and Goals
- Job descriptions, responsibilities, and expectations of membership
- Criteria for selection
- Programs and activities
- Meeting schedule

Once you have a great group of members, you don’t want to lose them. Here are some good things an organization should do to retain its members:

- Successfully fulfill at least one of the needs a person had in joining
- Be consistent and directed, providing for periodic evaluation of structure, goals, and procedures
- Provide procedures for change
- Provide opportunity for input and feedback from all members
- Share responsibility and decision-making powers
- Provide challenges—don’t let people get bored and think that they can’t contribute

Check out the *Leading Bits* on “Group Dynamics,” “Recognition,” and “Team Building” for more pertinent information.