

# ***Pick Me! Implementing a Successful Recruitment Plan***

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# Faculty Disclosure

- Faculty Name: Sabrina Collins-Christie
  - Conflicts of Interest: None
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  - Sponsorship/Commercial Support: None
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  - Sponsorship/Commercial Support: None

# Objectives

- Define “recruitment” and how it applies to a membership experience
- Identify different audiences for recruitment
- Learn how to effectively build, implement, and evaluate a recruitment plan



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# Recruitment is not ...

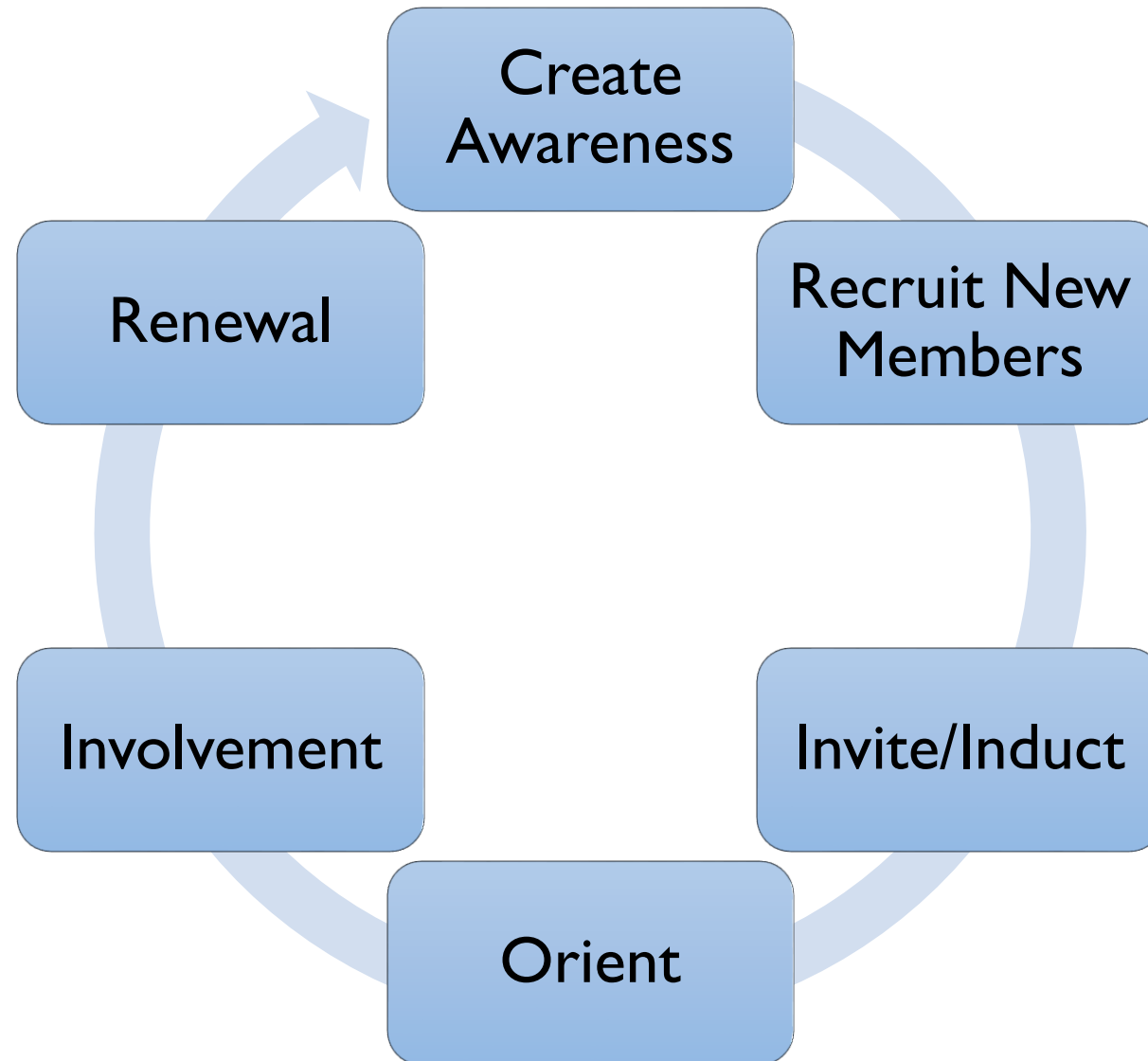
- Issuing an invitation as the first form of contact
- Posting one flier on campus and telling people to find you
- Hoping that candidates know who you are and what you stand for

# Recruitment is ...

- Finding candidates to personally invite to your group, chapter, open position, etc.
- Developing relationships with interested individuals through one-on-one contact and communication
- Creating continued awareness about your group/chapter/position to the public



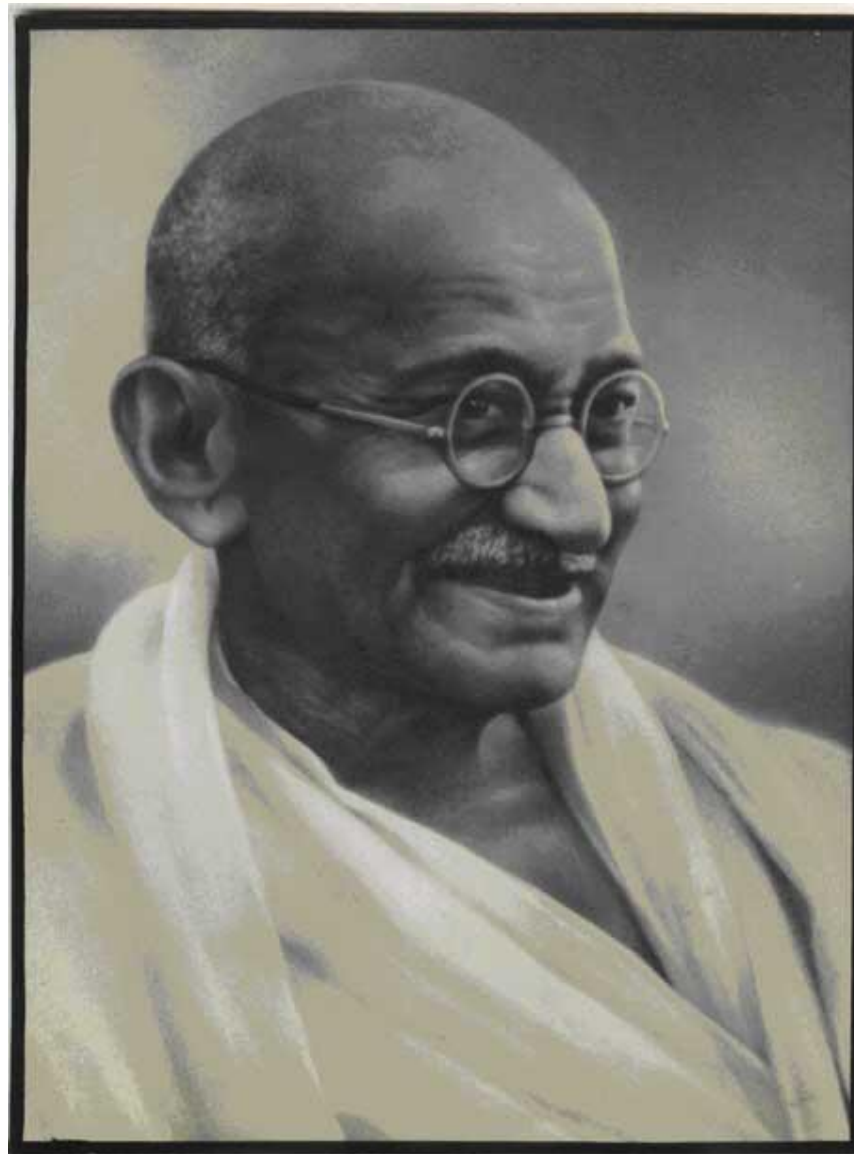
# Membership Lifecycle



# Gather your Teams!

- Publicity Committee to create awareness
- Recruitment Committee to recruit new members
- Members of these committees should be:
  - Social, friendly, and can easily build relationships.
  - Good listeners and can clearly articulate and communicate the value of your chapter to potential candidates.
  - Able to solicit and analyze feedback in a constructive manner.





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# Month 1: Know Who You Are

- What is your mission and vision?
- Do you have a value proposition statement?
- Do members and community partners know what either of these are?
- Who is the target audience for your potential new members? (Students? What level of student? Practicing professionals?)
- Where does your target audience live and work?

# Month 2: Find articulate advocates

- What volunteers (board and non-board) do you have who will advocate for you?
- Ask them to develop and publicize an elevator speech
  - This is a speech that you could give someone to explain your group/chapter, in the time it would take to ride in an elevator with someone (30 seconds or less)
  - Value proposition statement + personal testimony about benefits

# Month 3: Prepare, Prepare, Prepare

- Develop a publicity timeline
  - Who will be responsible for what?
  - What will be publicized when?
  - Do you need to set up any social media sites?
- Are there brand standards you need to follow?
  - Download logos
  - Research color palettes and open-access resources

# Month 4: Build Name/Reputation in the Community

- Develop and conduct a community event to create awareness of your value, mission, vision
  - Community service projects/teams
  - Student orientations at universities
  - Study break at university or snack break at hospital
- Use methods in the community to publicize this event
  - Bulletin boards
  - University radio stations
  - Newspaper calendars

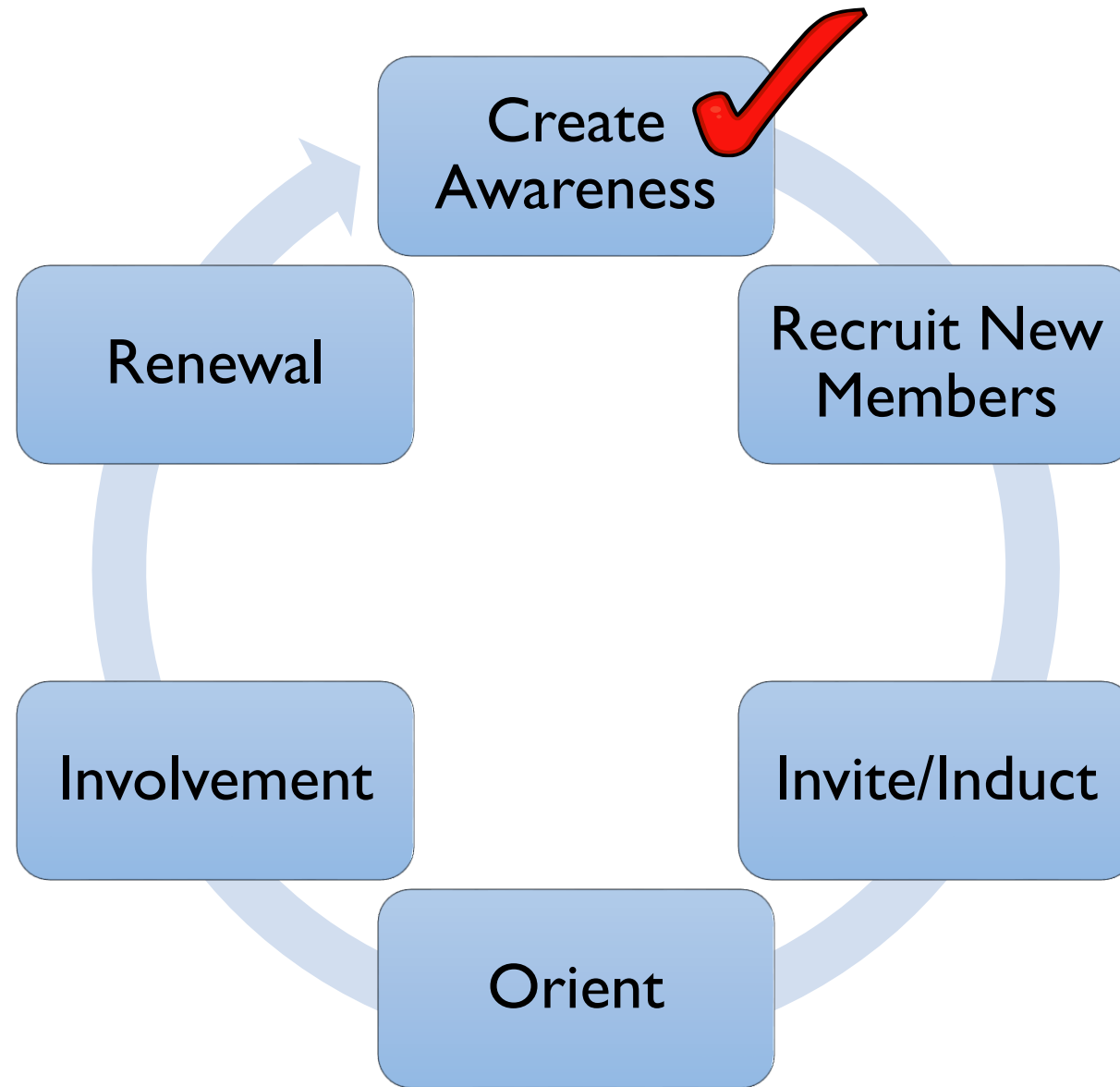
# Month 5: Evaluate and Continue Excitement

- Evaluate the success of your community service event
  - What worked well? What could have changed?
  - Is there anyone else who could get involved to create future community service events?
- Carry over any excitement from the event
  - Share photos online
  - Develop and send a press release to local media (include names of participants)
  - Send thank-you notes to those you met



# Month 6: Try, Try Again!

- Develop, publicize, and conduct another community event
  - If your first audience was students, try a different audience (community partners, practicing nurses, etc.)
  - Remember to publicize your mission, vision, and values during each event, and to collect contact information for those you would like to invite to recruitment events



# Month 7: Prepare for Recruitment Phase

- Evaluate your community event from month 6
  - What/who can allow these to become more self-sufficient?
  - Is there anyone willing to continue creating awareness, while you move on to recruitment?
- Choose a recruitment team
  - Volunteers who are willing to create a welcoming environment and develop relationships with attendees at events
  - Could be colleagues of potential candidates, recent graduates, etc.

# Month 8: Develop Recruitment Event

- Write down answers to frequently asked questions about membership or involvement
  - How do I join?
  - Financial expectations?
- Ensure the recruitment team can answer these questions and speak clearly about the value, mission, and vision.
- What type of event will you conduct?
  - Meet and Greet
  - Professional Development Training

# Recruitment Round-Up

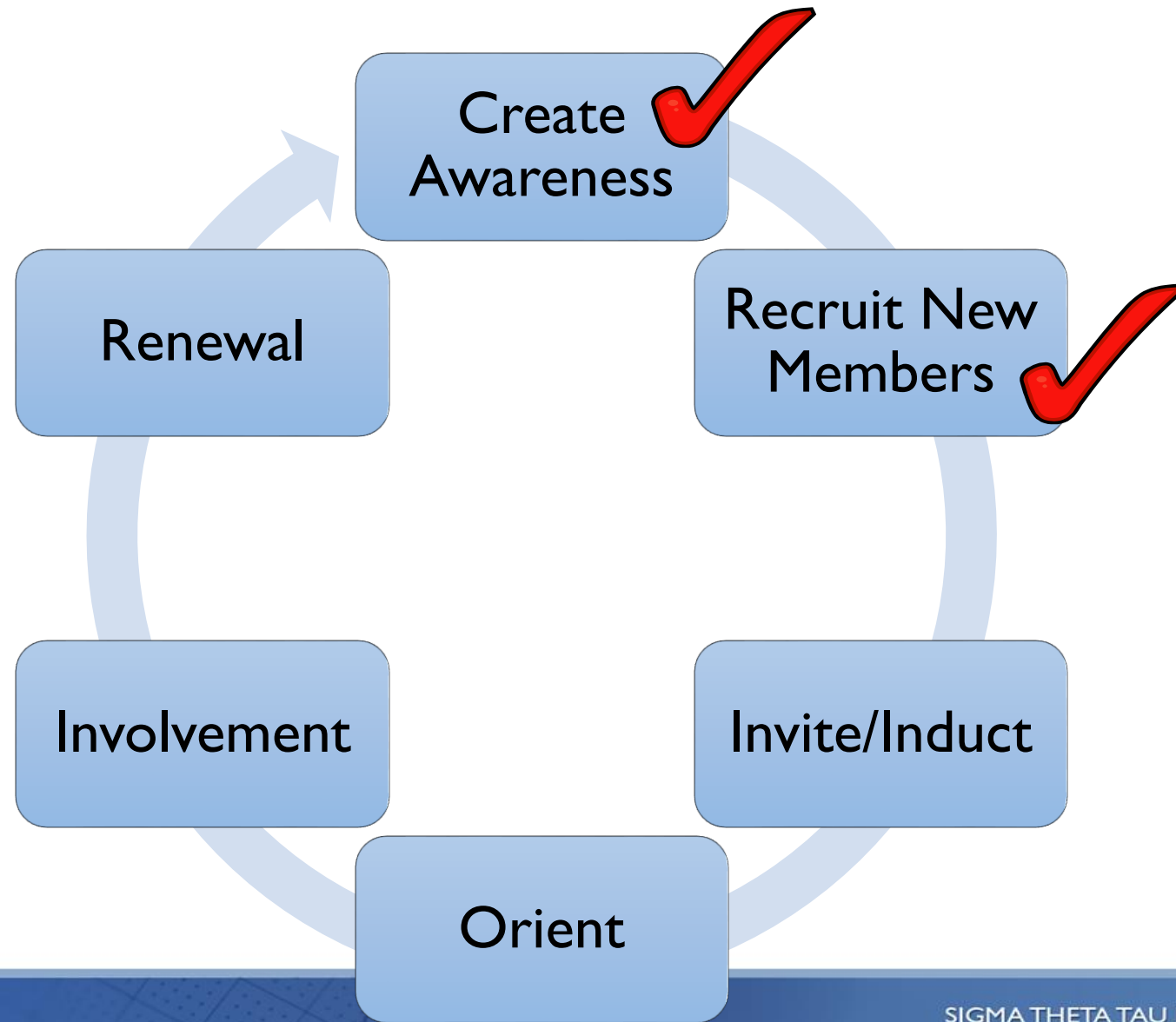
# Month 9: Host a Recruitment Event

- Collect contact information for those you don't already have
- Set aside time for questions
  - Some questions may be personal (finances), so you can encourage people to stay after for additional questions
- Ask attendees what other events they would like to see, and to invite friends to the next



# Month 10: Evaluate and Follow-Up

- Develop and publicize next recruitment event based on successes/lessons learned from first event
  - Again, appeal to a different audience
  - Was anyone missing from first event who you expected to attend? Follow-up
- Send thank-you notes to attendees, and encourage them to attend the next event
- Send thank-you notes to volunteers
  - Are any willing to continue hosting recruitment events, so you can move on to the next phase?
- Share photos on social media to continue excitement



# Month 11: Prepare for Invite/Induct

- Host second recruitment event
- Identify eligible candidates for invitation/induction
  - If someone was at a recruitment event and they are NOT eligible, be sure to send them a personalized note letting them know why.
- Is there a ceremony? (How do people become members of your group?)  
Who is going to be responsible for this event?
- Set a date for a Prospective-Member Meeting

# Month 12: Issue invitations

- Use multiple forms of communication to issue invitations to eligible candidates
- In addition to inviting them to become members, invite them to the upcoming Prospective-Member Meeting
  - Are there any member volunteers who can attend this meeting, to provide a testimonial to the membership experience? Invite them to attend

# Month 13: Prospective-Member Meeting

- Start with an icebreaker
  - True or False
  - Take a few
- Address expectations of membership and induction event
  - Benefits and features?
  - Financial?
  - Dress code of induction event? Guests?
- Ask volunteers for membership testimonials

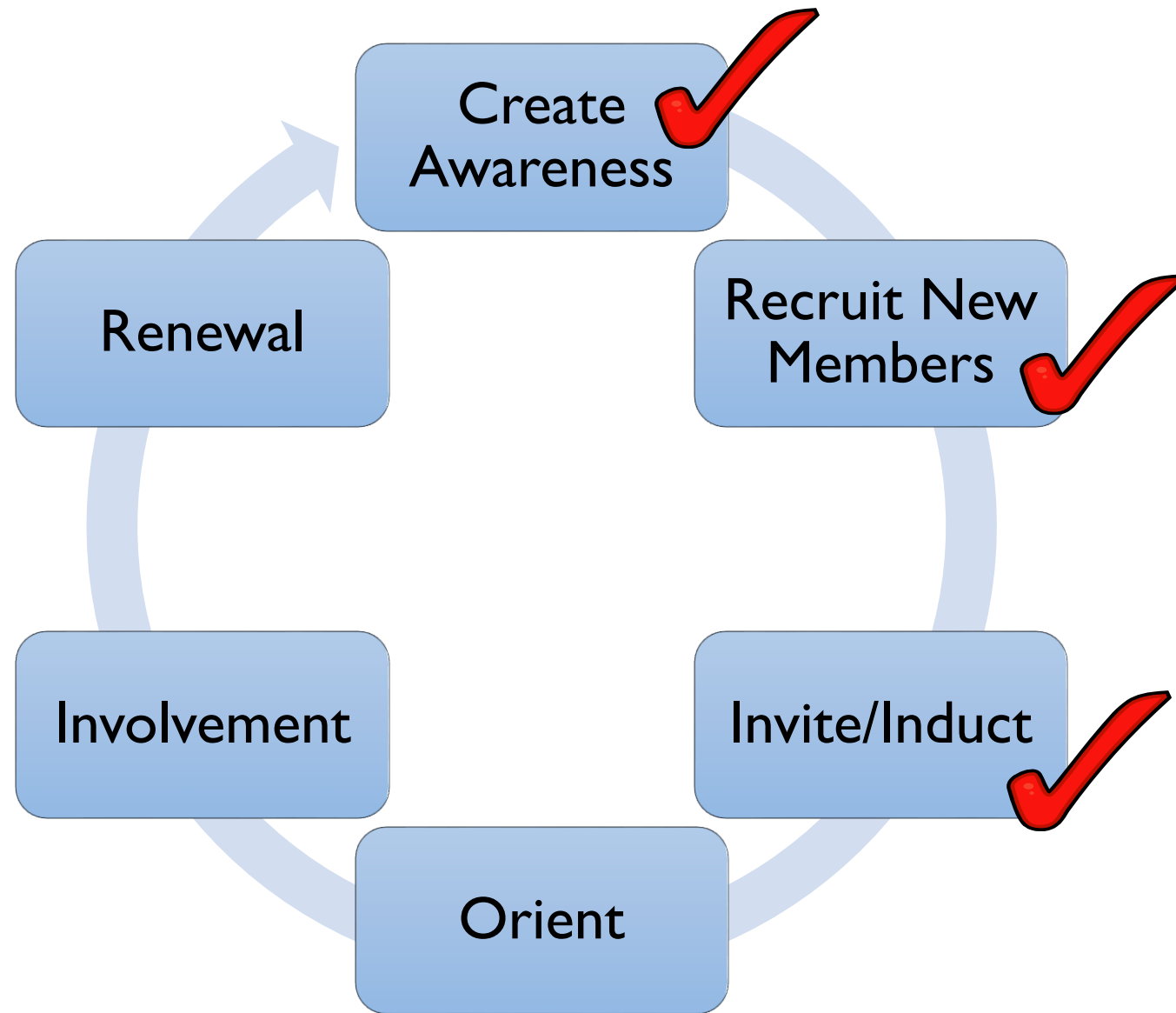
# Month 14: Pull out all the Stops!

- Publicize the induction event in the community
  - Press releases with candidates names
  - Social media
  - Member communications
- Send final reminder to candidates and answer last-minute questions
- Get final numbers for any vendors



# Month 15: Induct

- If your group has a formal ceremony or event, host it!
  - If non-members are invited, explain to them the importance of what is happening
- If not, you should still celebrate the membership acceptance:
  - Welcome phone calls
  - Social event for new members

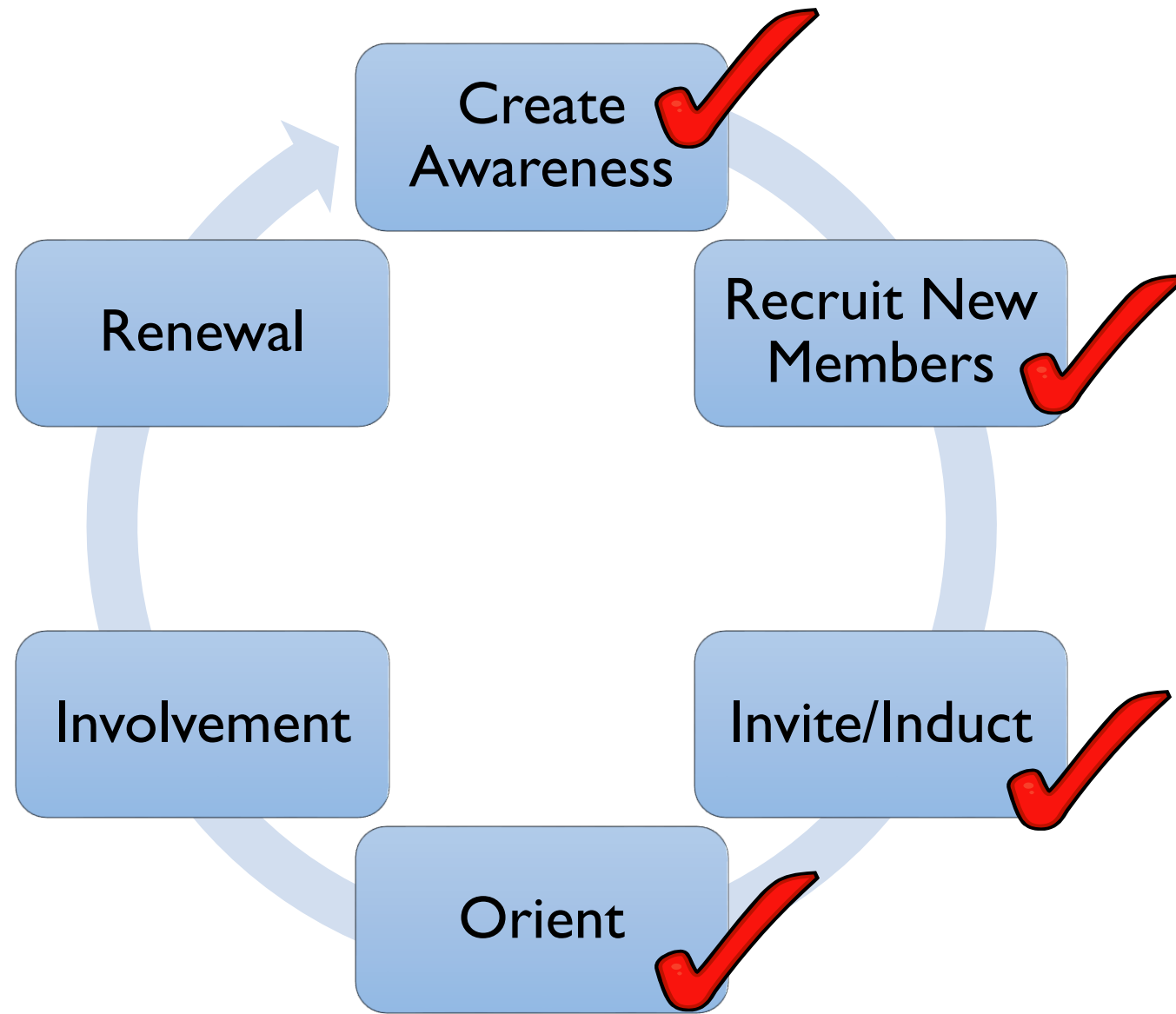


# Month 16: Prepare for Orientation

- Who didn't accept the invitation? Ask them why
- Set date/details for Orientation
- Send details to new members. Do an informal survey to see what questions you might have to answer about membership/values/expectations.
- At STTI, members are able to transfer into different chapters once they are inducted. If that is true for your group, you will want to invite those members to the orientation, too.

# Month 17: Orientation

- Conduct the orientation
  - Have a “Getting to Know You” event, such as Attendee Bingo
- Do an evaluation
- Ask the committee members how it went (informally)
- Share photos from the event



# Month 18: Share and Start Over!

- Is there anything you learned that you can share with the volunteers/board members who are working on membership involvement and renewal?
- Set aside time to plan for the next 18 months, starting over with creating awareness.
- Have you used all the evaluation information that you collected? Do you need more volunteers?





# Questions?

# Upcoming Sessions

- Five Easy Ways to Create a Sense of Community
- Clear Channels: A Communications How-To
- Strategic Planning Workshop
- Board Boot Camp: How to Effectively Orient Your Board of Directors