

Title:

CHAPTER SESSION: Recruitment Roundup

Keywords:

chapter recruitment, membership and recruitment

Abstract Text:

Recruitment Roundup

Chapters of nonprofit organizations such as STTI need to continually generate awareness to recruit, invite, and induct eligible candidates while engaging established members in a specific way to ensure that they renew their membership each year. All of these above components will need to be in constant motion for your chapter to create a truly successful and long-lasting membership experience for its members.

This session will provide quick tips and tools to be successful in the area of recruitment. Recruitment is the process of attracting, selecting, and orienting qualified candidates. The goal is to have well-educated candidates who are likely to accept invitations to join and become long-term members. Members are the reason why organizations such as STTI exist, so inducting and keeping members truly engaged early in the relationship is critical for chapter survival.

Recruitment isn't exclusive to STTI chapters; there are recruiters for sports teams, hospitals and other professional workplaces, specialty nursing organizations, and many more groups. While you may not think your chapter is a direct competitor with these different groups, you are competing for a candidate's attention, time, and money, so your chapter needs to be well prepared to invest time and energy into the recruitment process.

Almost 33 percent of active members indicated that they did not know about their local chapter until they received an invitation to join. Strong recruitment efforts will ensure that candidates know who you are well before the invitation is delivered.

Chapter leaders will have an opportunity to learn from STTI staff members who work on membership initiatives, as well as learn from other chapter leader's recruitment efforts. By the end of this session, the learner will be able to learn quick tips to recruit new members to their chapter, and discover free tools to aid their chapter with recruitment efforts.

Final Number:

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Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Learn quick tips to recruit new members to your chapter	Learners will participate in an activity that will quickly run through examples and tips from other nonprofit chapters who recruit members.
Discover free tools to aid your chapter with recruitment	Examples of free tools that chapters can use to recruit members, such as social media sites, will be shared.

