Recruitment & Retention

Student Programming Office
Why do people join an organization?

“I’d love to join you, but hey, I’ve got a reputation to maintain.”

www.FieldstoneAlliance.org
Why do people join an organization?

- To meet new people and have friends
- To make a difference on campus/in special interest
- Gain leadership skills
- To have fun
- Resume builder
Why do people leave?
Why do people leave?

- No one talked to me, hard to participate
- Was not a good fit
- Did not interest me
- I had no responsibilities/reason to go
- Was not fun
- Got what I needed, now I can leave
- No opportunity to actually meet with friends
Recruitment

- First Night & Organization Fair
- Facebook
  - Facebook group for class of 2014
- Events for new members
- Go to meetings for other groups
  - Ask permission
- Free Food
- Utilize Union Involvement Website - www.mu.uri.edu/involvement
- Creative Marketing
  - It is coming…
  - T-shirts
  - Word of mouth
  - Note that all must be approved by SPO before distribution
How do we keep them in our organization?

- Delegate
  - Give responsibility out to students
- Make Connections
  - Talk to new people
  - Have retreats & social outings regularly
- Dues/Financial Tie-in
  - Can be small, but gives student a “deposit” to make and invest into your organization
- Benefits to being a member
  - Points system
  - Get dues back senior year
  - Get spirited with t-shirts, give-aways, rewards to members who stand out
  - Longer you are in the organization, more benefits you get
Place value in your members

- Make sure your members feel like they are valued
- Tell them when they have done a great job
- Celebrate your accomplishments
- Ask them for ideas
  - Keep a two way street of communication
  - Get input from your members
  - Listen to their opinions
RETAIN

Ways to RETAIN Members!

- **Reward** – everyone likes to know when they’ve done a job well done so TELL THEM!
- **Enjoy/Enthusiasm** – If you show you are having a good time others will to
- **Task Delegation** – people need to be doing something in order to stay engaged
- **Acclimate** – you know what your club/organization does and why it’s so great so SHARE THE KNOWLEDGE -
- **Input** – listen to others – you’re not the only one with a good idea
- **eNcourage** – you’re not going to be at URI forever so help others to step into those leadership roles!
Your Thoughts and Ideas?
Thank You and Good Luck!