

# Spreading your Wings:

Maintaining  
membership and  
membership  
recruitment  
mid-year for  
student  
organizations



# Before you Begin...

The background features a light blue sky with a white cloud on the left. A small brown butterfly is flying near the top center. A red bird is perched on a green tree canopy. The foreground is filled with a variety of trees, including tall thin ones and shorter, bushier ones, all with brown trunks and green foliage. The ground is a simple green line.

- ▶ Understand your organizations history, culture and cause
- ▶ Prepare your organization for volunteer involvement
- ▶ Sell the program inside your organization or agency

The background is a vibrant green with white decorative elements. On the left, there are stylized white floral and branch motifs. A small brown bird is perched on a branch in the upper left, and another larger brown bird is perched on a branch in the middle left. The text 'Steps to the Recruitment Process' is written in a large, bold, black font across the top right.

# Steps to the Recruitment Process

Clearly Identify volunteer needs and position descriptions

▶ **Identifying meaningful assignments**

▶ **Meeting the realities of today's volunteer**

▶ **Writing volunteer job descriptions**



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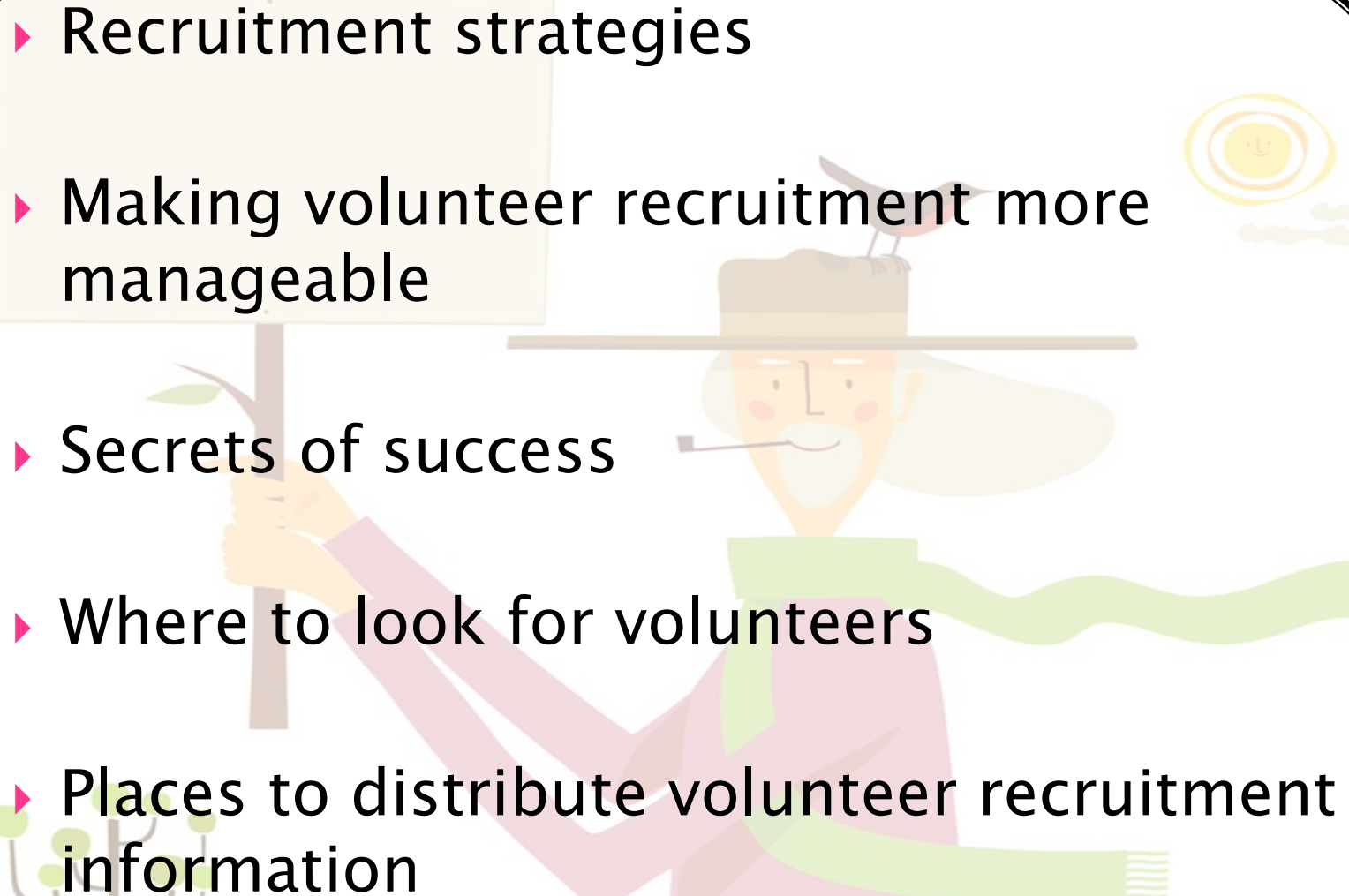
# Steps to the Recruitment Process

Know what you have to offer– the ‘costs’ and benefits of volunteering

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# Steps to the Recruitment Process

Plan a recruitment approach based on volunteer needs and position descriptions

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- ▶ Recruitment strategies
  - ▶ Making volunteer recruitment more manageable
  - ▶ Secrets of success
  - ▶ Where to look for volunteers
  - ▶ Places to distribute volunteer recruitment information

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# Steps to the Recruitment Process

Implement your plan

# Maintain your membership



Keep them coming back for more



# Maintaining Membership

## ▶ Career Enhancement

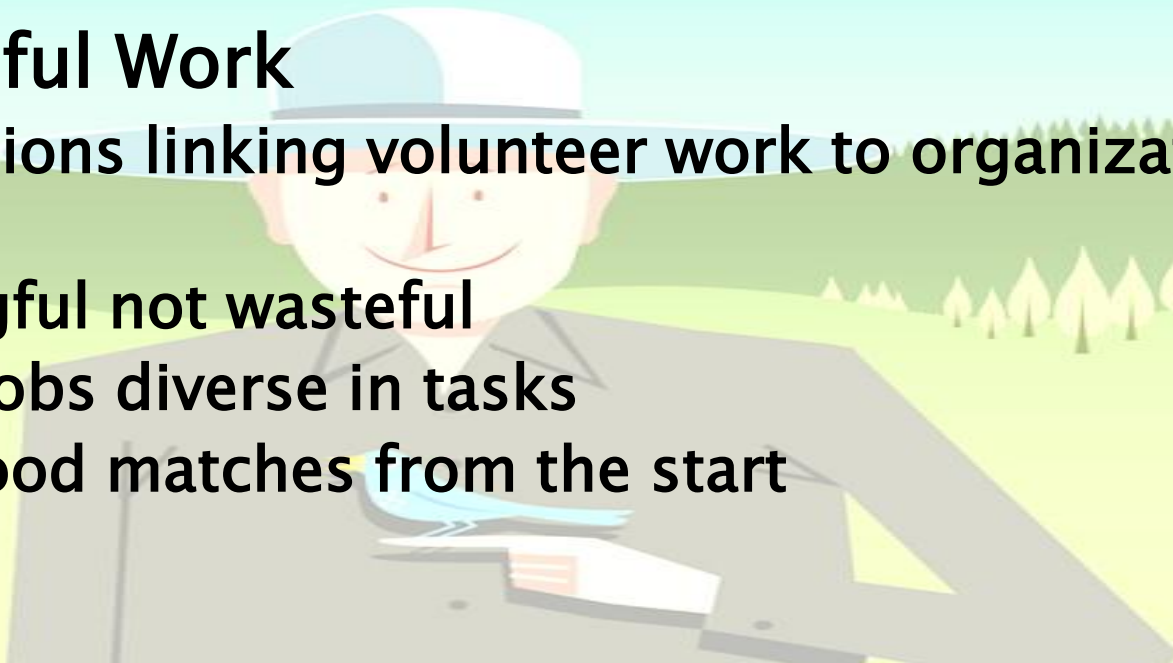
- Acquiring new skills, help on resumes

## ▶ Recognition

- Show your appreciation

## ▶ Meaningful Work

- Orientations linking volunteer work to organizations mission
- Meaningful not wasteful
- Create jobs diverse in tasks
- Make good matches from the start



# Maintaining Membership Cont.

- ▶ **Personal Growth**
  - Members grow with the program
  - Give members opportunities they wouldn't normally get outside of organization
- ▶ **Respect**
  - Give members management positions and a voice within the organization
  - Accept and consider their feedback and recommendations

