**Member Retention and Recruitment**

Now that the first semester of a new year is well under way you might have had a bunch of new members or you might not have as many as you would like to have what now? How do we retain the new members that we have gained or how do we get more members to notice our club?

Member Retention can be as simple as:
- Making your new members feel important
- Showing them how they can benefit from the club
- Sending a personal invite to each new member to your next meeting or event
- Food! (If you can fit it in your budget)

If you notice someone not coming anymore reach out and ask why, it can’t hurt.

Finding new members can be done by:
- Collaborating with other clubs
- Putting your name out there (Flyers, Banners, etc.)
- Have your members bring a friend to a meeting
- Build up your social media

Simple tactics often times make the biggest impact.

STOP! Before You Order Club Tee-Shirts Read This:

New this year is the **Promotional Material and Apparel Policy & Form**. No new rules have been created, existing rules have been clarified and condensed. All you have to do is submit a form online for approval.

**What falls under this policy?**

Promotional Material and Apparel Defined: Any material that represents the student organization by any means. This includes, but is not limited to t-shirts; flyers; banners; electronic communication; social media; giveaways such as pens, cups, buttons, and stickers; etc. Any items produced with the University and/or Student Organization identity.

**Policy:**


**What do you need to complete the form for?**

- Professionally printed merchandise (t-shirts, hats, pens, buttons, stickers, etc.) excluding flyers and posters
- Items intended for sale using the Xavier name, logos, or branding or represents the student organization.

**This form should be submitted at least two weeks prior to the anticipated purchase date.**

**Form:** [https://orgsync.com/32078/forms/210062](https://orgsync.com/32078/forms/210062)

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**Follow Us on Facebook, Instagram and Twitter!**

Check out Xavier Student Involvement on all forms of social media!

Facebook: [facebook.com/xuosi](http://facebook.com/xuosi)

Instagram: @XUInvolvement & @xavierclubs

Twitter: @XUInvolvement

Following these accounts is also a great way to receive valuable information that will be put up on a regular basis. On our Facebook page we will be putting up articles that can help your clubs run to the best of their ability. Twitter and Instagram will keep you up to date on all the events that we put on here in OSI.

Xavier Clubs has its own Instagram Account (@xavierclubs) that will be all for you! This is where we will put up information on the events that you as clubs will be hosting or have recently held. You can do this by simply emailing Crystal Guffey (guffeyc@xavier.edu) a picture you want posted and some information on the event. We will also be starting back up the Club of the Week Program where we will shine a spotlight on Clubs/Organizations that deserves recognition for what they do for the Xavier Community.

The more followers these accounts have the more successful your Free publicity can be! Tag us in all of your posts on any of these accounts and it will boost your viewers and ours. Xavier University’s accounts could also give your posts a share, repost, or retweet by simply tagging us in those posts!

**Follow @xavierclubs by Thursday, Oct 13th @ 4pm and be entered in to win a STARBUCKS GIFT CARD!!**

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**We Want Your Photos!**

Here in the Office of Student Involvement we want to see the kinds of things that you are up to. We know that there is hardly an event that goes by where someone didn’t take at least one picture. Do your club and us a favor and send them to Crystal Guffey (guffeyc@xavier.edu). We will use them in our publications, social media, on the website and more!

**How do we keep record of each organization’s President, Vice President, Treasurer, and Advisor? Through OrgSync!** The information on your organization’s profile is our official record. This is why it is so important to keep your profile updated.

If you need a refresher on how to do this, click on the link below!

[How to Update Your Officers](#)

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**Updating Your Registered Officers**

**Reminder: Official Names Need to be on All Flyers!**

All flyers hung on campus by your organization must clearly display your organization’s official name.

**Important Dates to Remember**

- November 11: Winter WoW Event Proposals Form Available on OrgSync
- November 11: [Mid-Year Report Available on OrgSync](#)
- December 5: Winter Club Day Registration Opens
- December 9 (4pm): Winter WoW Event Proposals Due
- December 9 (4pm): Mid-Year Report Due

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**CLUBS**

October 2016

ACDA recruiting at Club Day

Father Graham making an appearance at Club Day