



# Recruiting & Retaining Members


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## At a social gathering, where can we find you?

1. Running around because I probably planned it.
2. Linger by the snack table.
3. Petting the dog to take a break from socializing.
4. Picking up trash to keep myself busy.
5. Mingling and searching for my new bestie.



**Identifying the preferences of your  
individual recruits and members are  
keys to enticing participation &  
sustaining enthusiasm!**

*Everyone wants to feel like a someone.*

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**Relates to personal values,  
hobbies, & interests**

**Helpful for leadership &  
professional development**

**Why should they  
join?**

**Opportunity to form meaningful  
relationships**

**Get out of comfort zone and try  
something new!**

# Tips for Effective Recruitment

- Collaborate with other clubs to spread the word
- Partner with offices (“power up” OSI Events!)
- Offer walk-by, low-commitment events to entice recruits
- Talk about or demonstrate the incentives of joining
- Plan intentional recruitment events that showcase what the club / org is all about
- Effective follow-up from club day
- Personalize outreach where you can – it goes a long way!

## Reflect

- How many members do you need to sustain your club?
- What has held you back from effective recruitment?
- What have you done well that you can continue this year?
- What is a new idea that interests you?

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**No longer fun or worthwhile**

**Not forming connections**

**Why do they  
leave?**

**Not feeling appreciated**

**Not enough time**

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# The GRAPE Principle for Retention

**Growth**  
**Recognition**  
**Achievement**  
**Participation**  
**Enjoyment**



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# GROWTH

Support your members in becoming more...

**Competent**

**Experienced**



**Knowledgeable**



# RECOGNITION

**Planned**

**Timely**



**Impressionable**

**Personal**

# ACHIEVEMENT

## SHARED

Students want to  
join organizations  
with:

**Goals**

**A vision**

**An action plan**

## PERSONAL

Intrinsic motivation is  
activated through:

**Sense of purpose**

**Strength-aligned tasks**

**Team building**

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# PARTICIPATION

## LEVEL ONE

Reading & submitting to newsletters

Attending events

Answering feedback surveys



## LEVEL TWO

Joining committees

Applying for leadership roles

Organizing events

# ENJOYMENT

Take action to ensure your members feel...

Comfortable

Empowered

Connected

Seen

# The GRAPE Principle for Retention

**Growth**  
**Recognition**  
**Achievement**  
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Reflect  
What is one area you want to target  
for retention efforts this year?

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# Thank you for your time!

Questions?