



# 100 Recruitment Ideas

## Set Club Goals and Plans

1. Have a clear club membership goal & a strategic plan
2. Hold a club meeting to only discuss membership
3. Develop a strategic plan - membership is a year-round priority and needs to be planned
4. Set new membership goals every year
5. Display a thermometer showing progress towards club recruitment goal

## Put Your Strategic Plan Into Action

6. Assign a member responsible for recruitment
7. Give them time to speak at each meeting
8. Assign every member to a 5-person recruitment team - each team brings in a new member every six months
9. Look for places to advertise and connections for advertising within your club
10. Send club members to FFI leadership training
11. Honor outstanding members with awards
12. Create club materials
13. Be creative - ask all members for their ideas
14. Start and finish meetings on time
15. Do more fun activities at meetings
16. Recognize new members in newsletters
17. Make prospective members feel important

## Involve Your Members

18. Provide incentives to members who bring in new members (discounted fees?)
19. Have a large poster that lists all the members who have sponsored a new member in the past year

20. Use a group email to promote your club
21. Ask several long-term members to consider sponsoring a new member's fees and dividing the cost between them
22. Conduct a membership satisfaction survey
23. Offer associate membership or other flexible membership arrangements
24. Wear your FF t-shirts to other events - get the name out there
25. Send personal notes to members who have not attended in a while to let them know the club misses them
26. Wear your club's badge
27. Mention your club at meetings of other organizations during announcements
28. When asked about your leadership skills & career success, tell them about your club
29. Practice selling your club at club meetings - have a one-minute elevator speech ready (come up with different speeches for different audiences)
30. Bring your co-workers to a club meeting or social event
31. Have members constantly promote and rave about your club
32. Challenge yourself to bring a guest to meetings and social events
33. Invite family members to join (and make it easy for them)
34. Have a reward program for those who bring in new members
35. Give a money back guarantee - if after 3 months a new member does not want to be a club member, return their fees
36. Use word-of-mouth
37. Network with coworkers, friends, and family
38. Lead by example - how many members have you recruited?
39. Repeatedly invite prospective members
40. Invite family to social functions
41. Induct new members and invite spouse/partner
42. Contact all members who have resigned in the past three years

## **Create Club Material**

43. Put together guest information packets
44. [Print club business cards](#) with club meeting location and time
45. Design a club brochure or [customize](#) the official Friendship Force brochure with

club info

46. Create new member kits
47. Give every member a club decal or bumper stickers for their car
48. Develop a welcome letter from the president for all new members
49. Use materials, brochures, videos, and posters from FFI

## **Direct Invitations to Individuals**

50. Ask someone even if you're not sure they'd be interested
51. Send letters to people in the news with an invitation to visit the club
52. Invite high-profile guests to give a presentation to your club (publicize widely)
53. Have a special guest day
54. Host and advertise a specific event for prospective members
55. Hold wine and cheese receptions for prospective members
56. Hold specific events at/near university for students
57. Follow up with guests
58. Provide guests with free meals
59. Give testimonials about your club while guests are at the meeting

## **Contact Local Clubs and Organizations**

60. Make contact with local businesses
61. Contact your local Chamber of Commerce
62. Place customized bookmarks in library books
63. Put posters in public areas
64. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
65. Put posters/brochures on local community boards at churches, parks, laundromats
66. Cross promote with any other groups you are involved in
67. Have a float in a parade or carnival
68. Ask corporations and employers to sponsor or subsidize membership
69. Have members give talks at other organizations
70. Find out about advertising at your local university through the student union
71. Look for members of your community who aren't already represented in your club and invite them to participate

72. Share your club experience with others
73. Join travel MeetUp groups ([www.meetup.com](http://www.meetup.com))

## **Use Your Newsletter**

74. Circulate the club newsletter widely, not just to members
75. Send newsletter to guests

## **Use Print Media**

76. Advertise in local newspapers or other local media outlets
77. Invite the media to cover well-known speakers
78. Advertise upcoming events
79. Publicize club successes in local newspapers and other media outlets

## **Take Part In Local Events**

80. Have public meetings at parks
81. Have a booth at open days, fairs, festivals, etc.
82. Have an informal standing event (e.g. have an information meeting at the local pub once a month)
83. Hold joint events with other groups
84. Participate in community events
85. Hold recruiting events with two or more other clubs
86. Sponsor a local pub quiz
87. Hand out invitation cards for a “free” meal
88. Meet at a good location where new guests would feel comfortable

## **Use Social Media**

89. Have a social media strategy
90. Put original content on your Facebook page every week (can be scheduled)
91. Pay for “boosted” Facebook posts promoting your club and club events to your local Facebook network
92. Build a club website and keep it up to date

93. Post upcoming events on local community Facebook pages
94. Use an online forum to discuss club decisions so that meetings can be more social
95. Regularly check the FFI website and social media feeds for ideas
96. Have an online membership form on your club website

## **Use Journeys for Recruitment**

97. Distribute extra copies of the eFlyer to non-members, if your region has one
98. Write letters to the newspaper about the Journeys your club is participating in
99. Invite non-members on short domestic Journeys so they get a “taste” of FF
100. Share your positive experiences widely – tell people about your Journeys