

# Recruiting Like A Pro



The purpose of this resource is to help you recruit new members to your club.

In it you will find different tips and pointers on talking to people and how to get them to join your club.

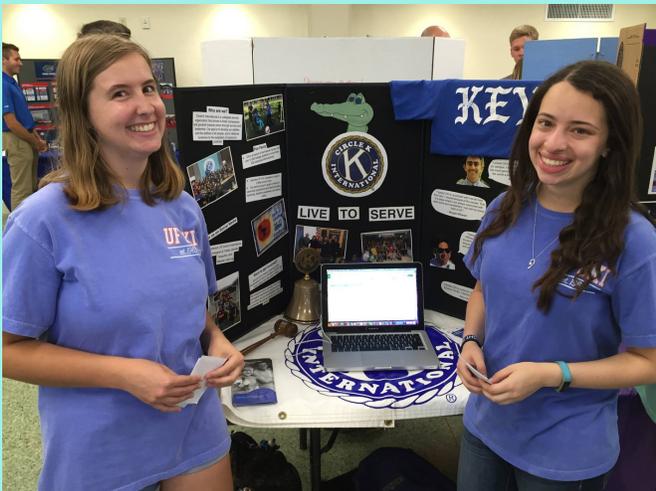
It will primarily focus on how to table, but these techniques can definitely be applied to other situations.

Before going further, you should know the most important thing about recruitment: **HUMAN CONNECTION SHOULD BE AT THE HEART OF IT.** People do not join organizations, they join people.



# ➤ Setting Up Your Table ◀

- Bring your CKI banner or a CKI table cloth so people know you are with CKI.
- Have a computer with a slideshow going or have poster filled with pictures of you club!
- Have a sheet (electronic or paper) to get names and contact info! Email is always a solid form of contact!
- If you can, get some promo items or have bowl of candy at your table. College students love free things!
- Flyers or pamphlets are also good to have so you can give students something with info about your club!
- Set up your table so it looks pretty!
- Stand in front of it if possible (some events may not allow it and that's fine)! You want to keep nothing in between you and anyone interested in joining!
- **DON'T BRING AWARDS!** Most students will not care about what awards your club has won.



# > What Your Table Should Be <

- Your table should be about getting names of people that are interested in joining on your contact sheet!
- When tabling you aren't trying to market your club to trying to get it's name out there! You are there to meet people and trying to get them to join your club.

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# > Getting Their Attention <

You can get the attention of anyone passing by through various ways!

- Ask to play a game of rock, paper, scissors! If they win then they can take a piece of candy or a promo item, but if you win then they have to listen to you talk about CKI for 30 seconds. Even if they win, they still may want to hear about CKI!
- Ask them if they'd like to learn about your service organization! There are people who are looking to do some service while in college!



# ➤ Having Their Attention ◀

- Introduce yourself! Once you know each other's names then you will have a connection with that person.
- Remember: You can't recruit those you don't know!
- **SHAKE THEIR HAND!** A hand shake will help to lead to stronger connection between you and another person.
- Talk to them more and learn about them and see if there are any other ways you can connect.
- **BE NORMAL, DON'T SCARE PEOPLE!!** Be yourself, but don't try and out do yourself. People will appreciate your genuine self and will want to talk to you because they trust you.
- Sell them on your club members and their closeness. Most clubs on campus will have some focus on doing service, building leaders of tomorrow, and fellowship. Your club's members is what sets you apart from any other club.
- Tell them about what your individual club does! Maybe your favorite service project, the socials you have held, or if you have some kind of system to have members meet other members.
- **DON'T SELL THEM ON YOUR CLUB'S ACCOMPLISHMENTS!** People most likely will not care that your club won in club achievement or any other award category.



# After Tabling

- Send out a message to the contacts you got and thank them for stopping by your table.
- Keep in touch with them.
- Invite them to a meeting or any event your club is hosting. They're more likely to join if they interact with your club's members.
- Ask if they'd like to join your club! If their answer isn't a yes, then keep talking to them and working until they join.

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## MRIHA

MRIHA is an acronym meant to help you through the recruitment process!

- **Meet:** Talk to them and make a connection.
- **Recruit:** Get their name & contact info.
- **Invite:** Invite them to an event.
- **Host:** Treat them well.
- **Ask:** Ask them to join & don't stop until it's a yes.

