

Recruiting & Retaining Membership

Block 2: Building Belonging & Inclusivity

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Objectives



Goal setting



Share creative ways to recruit



Learn EngageXU features



Reflection



How many members do you currently have?



How many of those members are active?



How many members do you need to sustain the club?



How many members do you need to help the club thrive?



Get Out There!

Partner with
other clubs

Partner with
offices

Offer walk by
events (low
commitment)

Incentive based
events

Plan intentional
events for
recruitment

Showcase your
club's purpose

Effective follow
up from Club
Day

1:1 Recruiting

Personalized emails

Mentoring within the club

Low commitment entry

Opportunities for growth

Planning and executing events



Club Meetings



Set time/day vs. rotating based on member availability

Collaborative

Engaging

Have an agenda

Give them a reason to want to come

Know what to expect

Club Engagement



EMAILS IN
ENGAGEXU



SHARING
RESPONSIBILITIES



2-3 MEETINGS A
MONTH



2-3 EVENTS A
MONTH



FEEDBACK
(QUALITATIVE AND
QUANTITATIVE)

Baseline

- Membership Recruitment & Retention: Clubs will be required to create a recruitment and retention plan for the fall and spring semester, detailing the steps the group is taking to both recruit new and retain new and existing members within the organization. Click [here](#) to submit your Membership Recruitment & Retention plan via EngageXU.





Recruitment & Retention Goal(s)

- Set 1 or 2 SMART goals related to recruitment and retention of organization members.

