

New Member Recruiting Checklists

WARNING

Failure to recruit new members can lead to a chapter becoming ineffective or closing. New members bring new ideas and new enthusiasm. Some will become chapter leaders. Recruiting new members is a mandatory task for chapter survival.

I. Identify your chapter's needs, goals, and target populations

1. Identify your chapter's goals
 - a. Numbers-related:
 - i. How many do you want?
 - ii. Why do you want that many?
 - b. People-related (See Step 2)
 - c. Time-related:
 - i. Will there be a specific recruiting period?
 - ii. If so, what are the start and end dates?
2. Identify your chapter's needs and the reasons for them
 - a. Specific jobs you need to fill
 - b. Specific expertise you need for a given task or project

NOTE

"Recruiting to task," that is, recruiting to meet a specific, well-defined skill or need, is likely to be more effective than recruiting to fill a specific position, especially a VP position or higher.

- c. Replacements for lost/retiring officers
 - d. Other
3. Identify your recruiters
 - a. Membership and/or Community Partner VP
 - b. Others
4. Identify each recruiter's individual goals
 - a. Numbers-related: How many do they want to recruit? (NOT recommended)
 - b. People-related
 - i. Specific individuals they want to recruit
 - ii. Specific positions they want to try to fill

- c. Time-related: How much time they have to do their recruiting
5. Identify where your potential candidates are
- a. Physical locations
 - i. Examples: military bases, businesses/industries, schools
 - b. Professions
 - i. Examples: military personnel and family members, defense and non-defense industries, educators and administrators, businesses with military clientele, local government officials
 - c. Social environments
 - i. Examples: military/veteran-related clubs and organizations, non-military professional organizations, parents of military/cadets/-CyberPatriot or StellarXplorers students
 - d. Friends/acquaintances
 - e. Social media users

II. Develop your new member recruiting plan

NOTE

Starting from the information above, WRITE THE PLAN DOWN. Define each item *specifically*.

1. Your chapter's needs and goals
2. The resources the chapter has available:
 - a. Money
 - b. Physical resources
 - i. Printed recruiting brochures and applications
 - ii. Smartphone sign-up app
 - c. People (See Step 5)
 - d. Time
3. Who you want to recruit. Options:
 - a. By name, if you have specific people in mind
 - b. By category (for example, military personnel, business people, etc.)
 - c. Anyone interested in supporting AFA's, and your chapter's, missions
4. Why you want to recruit them
 - a. General members, to grow chapter membership
 - b. Community Partners, to expand chapter outreach into the community

- c. People to fill specific needs in the chapter leadership team or to support a particular chapter project or activity
 - i. Prioritize based on what needs to be filled most or soonest
 - ii. Recruit to task, not to position
5. Who will do the recruiting. Examples:
 - a. The entire chapter leadership team
 - b. A chapter member recruiting team, led by the chapter membership chairman or vice president
 - c. Specific chapter members (if they are friends with someone the chapter wants to recruit, for example)
 6. When the recruiting effort will take place:
 - a. Year-round
 - b. One or several fixed-period recruiting drives
 - c. Identify the potential risks and benefits associated with each
 - i. Define an alternative plan if the original planned time or location is unavailable or lost
 7. How you will do your recruiting:
 - a. Person-to-person contacts are a MUST
 - b. Define the baseline message about your chapter that will be usable in all recruiting situations
 - i. Define the points recruiters can make based on each candidate's "hot links"
 - c. If you will do one or more recruiting drives, define:
 - i. How often they will be done
 - ii. When they will be done and why those specific times
 - iii. Where they will be done
 - d. If you will recruit all year, define:
 - i. Who will contact whom
 - ii. When the contacts will be made
 - iii. How the contacts will be made
 8. How the recruiting plan will be managed. During chapter ExComm meetings is the most logical time/location.
 - a. Topics to review:
 - i. Goals
 - ii. Progress made so far
 - iii. Ahead/behind goals/schedule
 - iv. What's working well? Do more of it?
 - v. What's working poorly?
 - 1) Why?

2) What do we need to change or stop doing?

CAUTION

Beware of the easy “explanation” that blames outside people or events for failure or poor performance. Avoid assigning blame generally. The purpose of this analysis is to improve future performance, which often involves changing or improving internal operations or attitudes.

III. Execute the plan

1. Collect and create recruiting materials
 - b. Request or download and print AFA’s “What’s In It For Me?” flyers
 - c. Create a chapter-specific flyer that highlights the chapter’s programs and activities
 - d. Printed membership applications
 - i. Regular members
 - ii. Community Partners
 - e. Learn how to use the online/mobile membership applications
2. Identify your chapter’s recruiters
 - a. Membership VP
 - b. Community Partners VP
 - c. All others
3. Train your recruiters on
 - a. Recruiting techniques to use and those to avoid
 - i. Review New Member Recruiting videos, especially Part 4
 - b. Your chapter’s (and AFA’s) “value proposition”
 - c. “Hot links” concept
 - i. What it is
 - ii. How to listen for a candidate’s “hot links” when recruiting
 - iii. How to tune your presentation to fit the candidate’s “hot links”
 - d. Attitudes and expectations about organizations
 - i. Membership as an obligation: “the right thing to do”
 - ii. Membership as an opportunity to
 - 1) Make new contacts or friends
 - 2) Learn new skills or expand/improve their current ones
 - 3) Give back” to a community that’s important to them
 - e. “Recruiting to task” versus “recruiting to position”
 - i. Ask the candidate to do one thing versus hold a senior position that has many responsibilities
 - f. How to respond to being turned down

4. Execute the plan
5. Review progress and adjust as necessary