



## New Member Recruiting Checklists

### 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
  - c. Replacements for lost/retiring officers
  - d. Other

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.
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 clienteles, 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

**Develop your new member recruiting plan**

Starting from the information above, WRITE THE PLAN DOWN. Define *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?

### **Execute the plan**

- 1. Collect and create recruiting materials
  - a. Request or download and print AFA's "What's In It For Me?" flyers
  - b. Create a chapter-specific flyer that highlights the chapter's programs and activities
  - c. Printed membership applications
    - i. Regular members
    - ii. Community Partners
  - d. 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

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