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## How to Grow Your Group

Successful student organizations are always taking steps to grow their membership. This document provides ideas and tips for growing your group. Start growing your group today by implementing these ideas into your group's event calendar.

### **Aim to Be Timely**

The best time to recruit new members is at the beginning of the fall semester. After that, students begin to get busy with other commitments and organizations. If you've already missed this window, don't fear: you can still have plenty of success in growing your work, it's just going to take some extra work.

### **Avenues for Growing Your Group**

- **Clipboarding**

Check out Protect Life Michigan's "Recruiting & Advertising Tips" and "Recruiting Script & Tips" for more information on clipboarding.

- **Tabling**

Check out Protect Life Michigan's "Guide to Acing the Fall Recruitment Fair" for more information on tabling.

- **Invite-Based Recruitment**

Invite-based recruiting is becoming one of the most productive ways to grow your group. The reasoning is simple: People want a personal invitation, especially if they are going to an event at which they will be an outsider. An email or Facebook invite is no longer enough. Your peers don't want to be the only stranger at an event. They want to feel welcomed and invited. Invite-based recruitment can involve personally handing someone a flyer and inviting them to attend, asking members in your group to bring friends to meetings, sending a personal Facebook message, or making any kind of personal invitation to a specific individual.

- **Major Events**

Bringing major events to campus is also a great way to recruit. An abortion debate, well-known speaker, the Genocide Awareness Project, or Protect Life Michigan's "Stump the Pro-Lifer" are all examples of large-scale events that can help draw in new

members. Have every guest sign in with their email address before taking a seat. Then, follow up with a personal email, thanking them for coming and inviting them to your next meeting or event.

- **Advertising**

Advertising is an important aspect of growing your group. If no one knows your group is on campus, your membership will suffer! Consider hanging flyers, chalking campus (including your twitter handle or email address), advertising on campus televisions, and handing out flyers. Each one of these provides a way for campus to become more aware of your group.

- **Social Media**

When creating a plan to grow your group, don't forget the power of social media. All of your meetings and events should be broadcasted on Facebook. Create a Facebook event, ask your members to invite their friends, and then have everyone post the event on their page. Consider using Facebook ads (as cheap as \$5) to spread news about special events to targeted audiences. Don't forget take advantage of Twitter, Instagram, and Snapchat to show potential members how much fun your group is and why they should attend your next event.

## **Other Helpful Tips**

- **Engage students at meetings and events**

Create a "welcoming committee" to greet new members and make them feel like a part of your community. Consider delegating small tasks to new members so that they have a responsibility to the group.

- **Offer free food**

Nothing speaks to college students like free food! Any type of food can increase attendance: order pizza, get creative by serving breakfast for dinner, or just snacks. Be sure to advertise it ahead of time to help draw a bigger crowd.

- **Follow up**

After new people have attended your meeting or event, send a personal follow up message to each individual, thank them for coming, and invite them to the next function.

- **Recruit from like-minded student organizations**

Try attending other like-minded student organization meetings and events. Bring information about your group and try to connect with as many people as possible. Add their names to your email list and send them a personal invitation to the next event.

**Looking for more advice? Contact Protect Life Michigan to create a custom plan to increase your group's membership: [info@protectlifemi.org](mailto:info@protectlifemi.org)**