RECRUITMENT... at a glance

- Know who you’re looking for
- Continually recruit members
- Everyone should help out with recruitment
- Know your resources
- Be visible on campus!

SUCCESSFUL RECRUITMENT

- Personal
  Recruit by word of mouth, one-on-one interactions, use of faculty, and creativity.
- Systematic
  Be organized, logical, timely, and efficient. Plan recruiting opportunities throughout the year.
- Specific
  Identify a target group. Identify needs and motivations. Know what you have to offer potential members.
- Meaningful
  Recruitment should fulfill the needs of the members as well as the organization.
- Important
  Recruitment should be a priority of all members of your organization.
- Registered
  Remember to register all recruitment events - formal and informal - with the Center for Student Involvement!

PUBLICITY

- Delegate: Make sure certain members of your group are responsible for marketing.
- Budget: Effective marketing take effort - creativity, budgeting and time management.
- Diversity: Don’t rely on one strategy alone!

MARKETING TOOLS

- Flyers
- Sheet Signs
- Information Sessions
- Digital Signage
- Campus Calendar
- 1850
- Personal Invitations
- Collaborations
- Website (UD Hosted)
- Porches

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