Deborah Manzanares

Baylor University

REMEMBER TO FOCUS ON THE

GRAPES – Growth, Recognition, Achievement, Participation & Enjoyment

NEW MEMBERS ARE THE LIFEBLOOD OF EVERY ORGANIZATION. THEY BRING NEW IDEAS & TALENT, FOSTER ORGANIZATIONAL GROWTH, PREVENT MEMBER BURN OUT & TAKE OVER LEADERSHIP ROLES WHEN MEMBERS GRADUATE.

DIFFERENT PEOPLE RESPOND TO DIFFERENT STIMULI –--- USE VARIOUS APPROACHES

TO GET THE WORD OUT ABOUT ALD!

TAPE AN ALD FLIER ON PIZZA DELIVERY BOXES

MEMBERS MAKE RECRUITING VIDEOS – THE FUNNIER, THE BETTER

BOOTH AT SUMMER ORIENTATION SESSIONS

BROCHURES AT PREMIERES (FOR BAGS GIVEN TO HIGH SCHOOL SENIORS WHO ARE POTENTIAL STUDENTS AND COME WITH THEIR PARENTS TO SPEND THE DAY AT THE UNIVERSITY)

MEMBERS BRING STUDENTS TO A MEETING OR SOCIAL EVENT (WHO MIGHT HAVE A 3.5)

POSTERS

FLYERS

SIDEWALK CHALK

DINING ROOM TRIANGLE TABLE ADVERTISEMENTS

SCREEN SAVERS OR POWER POINTS FOR COMPUTERS AROUND CAMPUS

RAFFLE TICKETS AT EACH MEETING AND THEN A DRAWING AT THE END OF THE SEMESTER OR YEAR

SPEAKERS THAT CAN OFFER INTERNSHIPS/VOLUNTEER OPPORTUNITIES

TOILETTE TALK – PAGE TAPED TO THE BACK OF THE STALL DOOR WITH ALD INFO & UPCOMING EVENTS

WORD OF MOUTH IS THE BEST AND LEAST EXPENSIVE TYPE OF PUBLICITY.

TAKE ADVANTAGE OF MEMBERS’ ARTISTIC TALENTS FOR POSTERS, FLYERS, BANNERS, BULLETIN BOARDS

GET EXCLUSIVE RIGHTS TO A REALLY COOL “MEMBERS ONLY” ACTIVITY FOR YOUR ALD CHAPTER

POST A LARGE BULLETIN BOARD WITH PIX OF CHAPTER ACTIVITIES, MEETING INFO & UPCOMING EVENTS AND PUBLICIZE ANY AWARDS OR HONORS YOUR MEMBERS HAVE WON

CREATE AN INEXPENSIVE BOOKMARK AND STUFF IT IN ALL BOOKS SOLD IN CAMPUS BOOKSTORES

PUBLISH ARTICLES WITH PICTURES IN YOUR CAMPUS NEWSPAPER ON A SUCCESSFUL CHAPTER PROJECT

ANNOUNCE YOUR MEETING SCHEDULE FOR THE ENTIRE SEMESTER. STUDENTS LIKE TO PLAN AHEAD. ALWAYS PUBLICIZE AN EMAIL ADDRESS FOR QUESTIONS – AND ANSWER THE EMAILS IMMEDIATELY!

CO-SPONSOR A HIGH VISIBILITY EVENT ON CAMPUS SUCH AS A DANCE, CONCERT, SEMINAR, SPORTING EVENT OR MOVIE TO BRING ATTENTION TO ALD. ALD MEMBERS WEAR THEIR SHIRTS.

INSTEAD OF AN INITIATION **BANQUET,** SWITCH TO A **RECEPTION** & USE THE EXTRA $$ FOR LOCAL SCHOLARSHIPS. EVERYONE CAN USE MORE SCHOLARSHIP MONEY.

HAVE CHAPTER SOCIAL EVENTS AS WELL AS EDUCATIONAL AND SERVICE ACTIVITIES. STUDENTS LIKE TO JOIN ORGANIZATIONS THAT ARE FRIENDLY AND FUN.

ANNOUNCE YOUR MEETING SCHEDULE FOR THE ENTIRE SEMESTER. ALWAYS PUBLICIZE AN EMAIL ADDRESS FOR QUESTIONS – AND ANSWER THE EMAILS IMMEDIATELY!

MANY STUDENTS JOIN BECAUSE OF ONE-TO-ONE INTERACTION WITH A MEMBER – YOU MIGHT BE THAT ONE MEMBER

REMEMBER THAT EVERYONE IS TUNED INTO THE SAME RADIO STATION –

**W I I F M** – **W**HAT’S **I**N **I**T **F**OR **M**E?

WE JOIN ORGANIZATIONS BECAUSE WE BELIEVE WE WILL GET SOME BENEFIT FROM IT:

HELP GETTING A JOB WHEN WE GRADUATE

GAIN EXPERIENCE FOR OUR FUTURE CAREER

MEET OTHER STUDENT ACHIEVERS WITH SIMILAR INTERESTS

SOCIAL INTERACTION AND FUN

Feel, Felt, Found – I know how you feel; I felt the same way; Here’s what I found

SUCCESSFUL CHAPTERS CULTIVATE STRONG FACULTY SUPPORT. SET UP APPOINTMENTS WITH PROFESSORS TO EXPLAIN ALD AND ITS PURPOSE AND ASK THEM FOR THEIR HELP IN GETTING THE WORD OUT. ONCE THEY HAVE A POSITIVE VIEW OF ALD, ASK THEM IF YOU COULD COME TO THEIR CLASS AND TALK FOR 5 MINUTES ABOUT ALD. GO IN TEAMS OF 2, TAKE BROCHURES, AND BE PREPARED TO ANSWER ANY QUESTIONS.

ELEVATOR PITCH – 30 SECONDS – ANSWER CONFIDENTLY – “SO, WHAT’S YOUR ORGANIZATION ALL ABOUT? – MEMBERS NEED TO HAVE A SINCERE, PASSIONATE, ACCURATE ANSWER

KNOW YOUR ORGANIZATION – FACT SHEET – EACH MEMBER SHOULD HAVE ONE – ALD’S

-purpose

-past successes

-activities

-member expectations

-benefits to members

-what sets ALD apart from other organizations

ALSO TARGET PROFESSORS WHO ADVISE INCOMING FRESHMAN. WHAT BETTER TIME TO ALERT FRESHMEN TO THE BENEFITS OF FINISHING THEIR FIRST SEMESTER WITH A 3.5?

HOLD AN INFORMATIONAL MEETING FOR PROSPECTIVE MEMBERS. HAVE MEMBERS TALK ONE ON ONE WITH STUDENTS WHO COME. Ask about them, don’t tell about you. People are interested first and foremost in themselves. Use their name occasionally. If there is an awkward silence, talk about FAMILY, FRIENDS, FROM, FAVORITES, FUN.