

# COLLEGE DEMOCRATS OF MISSOURI

# RECRUITMENT GUIDE

# 2019-20



**COLLEGE DEMOCRATS  
OF MISSOURI**

**There are two stereotypes about college students that matter to prospective chapters: one, college campuses are overwhelmingly liberal, and two, college students are notoriously apathetic. A great College Democrats chapter harnesses the general energy of campus and channels it into your meetings and events. Recruitment is the way to get people excited and in the door come meeting time! Read ahead to get some of our best tips.**

## **GET YOUR NAME OUT**

How are people ever going to come to your meetings if they don't know your chapter exists? It is imperative that your chapter is present at as many student organization fairs or orientation activities as possible. When at these events, collect contact information and ideally, have the date of the first meeting already planned. This organization and presence at events shows prospective members your legitimacy as a chapter and commitment as an executive from the beginning, and that will leave a good first impression. Remember, students have a limited amount of time that they can dedicate to student organizations, so you will be competing with other groups on campus to display that your chapter is fun, exciting, and worth their time.

## **TALK TO PEOPLE**

Hopefully, if you're starting a College Democrats chapter, you're not afraid to talk politics with your friends and classmates. Use those conversations to recruit potential members. Remind them in class, at mealtimes, or when you see them while walking to class. Word of mouth is often the best way to get the word out about your meetings and events.

## **BE CONSISTENT**

It was mentioned in the last point that word of mouth is one of the best ways to get your organization known, but there's a small downfall: word of mouth isn't always accurate, especially if your meeting times and locations are always changing. Having a consistent time and place helps to cement your organization in people's minds and insert your meeting into people's routines.

## USE SOCIAL MEDIA

It's almost impossible to post too much on social media about your chapter. College students are bombarded with tons of different organizations' meetings and events, so repetition through social media platforms and email is necessary to make sure people remember that your events are happening.

## GET FEEDBACK

There are many recruitment strategies that can be used, but it's impossible to know what got people to your meeting unless you ask them. It can be as simple as having a short Google form, a questionnaire after your meeting, or just talking to people. This feedback will allow you to tailor your strategy to what is working and take less time for inefficient things.



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