

TOP 5 REFERRAL SOURCES

1. Mind Joggers

Start by cultivating a list of all the people you already know and put them on a list. Mind Joggers is a 20 minute activity to do that.

*Try This: Make it a competition to see who is the most social (who can put the most names on their list).

2. Fraternities and Sororities

Call or email fraternity/sorority chapter presidents and ask if you could come and speak to the chapter. When you are up in front of the group, tell them what you need, who you are looking for, and ask them to each recommend the 5 best men/women that they know.

*Try This: Bring something as a thank you for their time, cookies, t-shirts, flowers for the ladies, etc. A small token goes a long way.

3. Professors/Administrators

Sit down with your professors or campus administrators that you know. Tell them what you are doing and what you are looking for (what qualities in a candidate you're seeking) and then ask them for the top five students they know that fit those criteria. Ask them to connect you through a face-to-face introduction or an email.

*Try This: Start with your advisors, then ask them who other friendly faculty would be that you should ask next.

4. RA's or Orientation Leaders

RA's and Orientation Leaders have the most access to and influence over new students. Meet one on one with them or as a group and ask them to give you the names of 10 students each who could help redefine positive student life. They can always recommend themselves too!

*Try This: Ask your RA friends if you can co-sponsor a program for their dorm on service learning, networking, leadership or something else fun!

5. Five Friends

Ask 5 of your friends for 5 names of friends that represent your values. Then ask them to introduce you to them via email or in person through a small activity.

*Try This: Just send out a personal e-mail to five friends a day asking for their top five recommendations.

MIND JOGGERS

Your Names List is a critical first step in developing a successful recruitment system. The larger your Names List gets, the more successful you will become. You'll have a greater opportunity to recruit more quality leaders when you increase the size of your Names List.

Directions:

1. Write down everyone you know on the Names List. Use this list of mind joggers to make sure you have exhausted your network of connections.
2. **DO NOT PREJUDGE ANYONE.** Put everyone on the list. Now is not the time to decide if someone may or may not join.

Write all the people you know...

Who are

- scholars
- leaders on campus
- service minded
- spiritually driven
- friends of your friends
- driven to succeed in life
- highly social

That

- never leave their rooms
- make you laugh
- go home every weekend
- frequent the library/lab
- sit with/near you during meals
- sit within 10 chairs of you in class
(now think of all your classes)
(think back to every semester/quarter)
- hold an office/position on campus
- traveled abroad
- are in fraternities/sororities

From

- your freshmen hall
- the floor/in your building
- a sports team you played on
- your clubs/student orgs (get roster)
- Res life/Orientation groups
- work-study jobs
- gym/weight room/wellness center
- TV or radio

Pull additional names from ...

- cell phone
- address book
- buddy list
- Facebook/MySpace/networking sites
- student directory
- listserv/email distributions
- list of incoming freshmen
- list of transfer students
- rosters from clubs/student orgs
- rosters from sports teams
- class contact lists
- scholarship announcements
- yearbooks
- newspaper articles/listings
- housing lists
- campus leader directory
- invitation lists from previous events

Also consider ...

- Juniors/Seniors/Super Seniors
- commuters
- adult students
- community leaders
- Grad students
- ROTC cadets
- international students
- university professional/staff
- weird kid that never leaves his room

TOP MEMBER POSITIONING STRATEGIES

RA, Orientation Leader, Tour Guide, Freshman Seminar TA's, Student Life Office Job

These jobs have access to lots of new and current students. The more members that you have that serve in these roles, the broader your pool. Be sure to ask your members in these positions to make a list of the top 25 prospects that they know (they know *at least* that many!)

Student Organization Positions

Ensuring your highest performing members are involved in *other* student organizations is the best way to position your organization to have access to and influence over a lot of potential members. What are the top 50 organizations your members should be a part of?

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- | | |
|--------------------------------|-----|
| 1. Student Government | 26. |
| 2. Hillel | 27. |
| 3. Campus Crusade for Christ | 28. |
| 4. Interfraternity Council | 29. |
| 5. Panhellenic Council | 30. |
| 6. Pan-Hellenic Council | 31. |
| 7. Multicultural Greek Council | 32. |
| 8. | 33. |
| 9. | 34. |
| 10. | 35. |
| 11. | 36. |
| 12. | 37. |
| 13. | 38. |
| 14. | 39. |
| 15. | 40. |
| 16. | 41. |
| 17. | 42. |
| 18. | 43. |
| 19. | 44. |
| 20. | 45. |
| 21. | 46. |
| 22. | 47. |
| 23. | 48. |
| 24. | 49. |
| 25. | 50. |

TOP 5 NAMES DRIVES

1. 5 for 5 Challenge

Take yourself and four of your members (your *horses* are the best option) and commit to each meeting five people a day for five days straight. Five people, meeting five people a day for five days straight equals 125 new contacts. It helps if you have something of value to offer them (a conversation starter) and a reason to follow-up from the conversation as well.

**Try This:* Do a 5 for 5 Challenge right before a big event that you are hosting or a membership meeting. You can use that as a reason to connect with that person by providing them a personal invitation to the activity, better yet, offer them a ride or to walk over together.

2. Dorm Storm

Where is the highest concentration of students on your campus? That's right the dorms, residence halls, or residential colleges (whatever you call them). Grab a group of your members and go door to door talking to the residents. It helps if you have a reason to be talking to them or something of value that they might have interest in, not just your organization.

**Try This:* Can't dorm storm on your campus? Call a personal friend that lives in a dorm. Ask if you can come over to visit. Then ask that person to introduce you to everyone on their floor.

3. Activities Fairs/Conferences

Be a part of new student activities fairs or student involvement days on your campus. Be ready with a hook – a reason to talk with all the people there.

**Try This:* At your Information Table, don't just sit there and wait for people to approach you. Be impromptu tour guides for the new students walking through. Also, be sure to go around and meet everyone (the student leaders) at the *other* tables. They're sitting there waiting for you to talk with them!

4. Facebook and Other Social Media

Make it your goal to "friend" as many first-year students or current student leaders from your campus as you possibly can. Try not to "Facebook Stalk" anyone though... that's creepy.

**Try This:* Become the campus expert on leadership opportunities, social events, service and philanthropy, and Twitter about it. Tell everyone on campus (and all your Facebook friends) to follow you in order to keep up to date about the opportunities on campus.

5. Move-In/Move-Out

There is no better way to connect with lots and lots of new and returning students than helping with move-in. Be an active part of the process, talk to parents, talk to students, and offer the new students some tips on the best restaurants (they will be hungry and their parents are still there to provide a free meal). Make sure you exchange contact information and offer yourself as a resource.

**Try This:* As you leave, hang a business card on their wall with your contact information on it and say, "Hey, it was great talking. I have to get back to work, but if you need any help finding your classes or just want to hang out, get a hold of me. I would love to show you around." Don't ever even bring up your organization. They will ask.

TOP 5 MARKETING FOR NAMES IDEAS

1. Raffle

Most people jump at the chance to enter a raffle – especially if it's free. Raffle tickets give you an easy way to approach someone, have a conversation, and get their contact information. Just ask them to fill out the back of one ticket so you can call them if they win.

*Try This: Office supply stores sell raffle tickets. Try using them for door prizes at an event or at an info table during an activities fair.

2. Survey

Asking for input on a survey is a great way to not only gather names and contact information, but also break the ice with a stranger to start a conversation.

*Try This: Set up a table in the student union and survey students on their opinion on student life. You might learn some great information, but most importantly you can strike up conversations with strangers and get their name and contact info.

3. Scholarship

Offer a scholarship to a freshman man or woman who best exemplifies the ideals of your organization. Require a face-to-face interview to be eligible and host a reception or banquet to give the scholarship out.

*Try This: Print out 1000 copies of a 2-page scholarship application. Challenge your members to strike up conversations with non-members by handing all these opportunities for free money out within three days.

4. Sports Leagues/Open Entertainment/Social Events

Developing a sports league (e.g. corn hole, foosball, sand volleyball, etc) and hosting entertainment outings and social events on campus will allow you to promote your organization and gather new names.

*Try This: Buy a bunch of group tickets to a concert or sporting event nearby and sell them to students. You can arrange a carpool to the event as a way to get contact information and will all be sitting together, so you can get to know them too!

5. Petition

Asking for signatures on a petition is a great way to not only gather names and contact information, but also break the ice with a stranger to start a conversation.

*Try This: Find a cause that is relevant to your organization's mission and petition for that. It can lead into the conversation about your group a lot easier than something that has no relationship.