



recruit

Ten Ground Rules for Recruitment Success

- 1. Focus on friendliness.** People get involved in groups that make them feel welcome and involved. Work to create positive, warm, working relationships among all chapter members and potential members.
- 2. Make it your job.** Strong chapter membership depends on every member's participation. Strong national membership depends on every chapter's participation. You are a "walking billboard" for your chapter and the organization. Everything you do and say affects membership.
- 3. Ask!** Often the most effective way to get someone to join your chapter is to personally invite him or her to get involved. Don't be shy—speak up and ask people to try FCCLA.
- 4. Ask everyone.** Don't assume others would not be interested in joining your chapter. Give them a chance! Any student (through grade 12) who is taking or has taken a course in Family and Consumer Sciences, or as determined by the state department of education, is eligible to become an FCCLA member.
- 5. Make membership a part of everything.** Every chapter meeting, project, and activity influences who joins and stays involved in your chapter. Find ways to strengthen membership with each chapter action.
- 6. Know what to say.** Always be ready to explain FCCLA and what you, personally, get out of it. Have this information on the "tip of your tongue." Look for every opportunity to talk positively about your chapter and the organization.
- 7. Expand your focus.** Who will be the new students in your school this year and next year? Design activities to reach them, as well as people who may have "drifted away" from Family and Consumer Sciences classes.
- 8. Think long term.** You're planning for membership NOW, but that's not the end of the story. Look for ways current chapter members can leave a legacy of strong membership. Build a positive image among younger students, administrators, teachers, parents, and the community.
- 9. Get results!** Plan to strengthen membership numbers, but make sure your efforts get results (more members), not just attention. Make it easy to sign up and pay dues.
- 10. Decide who will do what, then do it.** The membership kit provides information, "to do" lists, and ideas for building membership strength. Use it as a tool to organize, carry out, and earn recognition for your membership efforts.