



How to Recruit New Participants

Some posts have waiting lists and don't have to worry about recruiting new participants. However, the majority of posts must make regular efforts to find and recruit new participants. The following methods may help.

- **Career Interest Survey**

Many Learning for Life offices conduct a career interest survey of high school students. The names and addresses of those in your post's program area should be available. The head of your participating organization or post president should write a personal letter to each, inviting them to a first meeting or other special post function. A sample letter of invitation and first meeting agendas are found in chapter three of the Adult Leader Section of this handbook. A typical response rate is one out of four because those on your survey might have moved, changed interests, or be unable to attend. Follow up with a reminder phone call just before the meeting.

An alternative to the survey is to contact nearby high schools to see whether the counselor has names of

students who might be interested in your post specialty, especially if yours is a career post. The counselor might be willing to give you the names, distribute letters of invitation, or even arrange a meeting after school for those who might be interested.

- **Publicity or Promotion**

Many posts place meeting notices or posters in schools or young adult centers. Radio and newspaper publicity could feature your post and invite those interested to attend an open house.

- **Personal Contact**

Ask each post participant to list three to five prospective participants on cards. The administrative vice president sorts the cards and eliminates duplication. The names are reviewed at a post meeting, and those who know the people best are assigned to invite them to a meeting. Don't assign more than three prospects to a post participant. Set a target date for the contacts to be completed, with regular reports on progress.

- **Recruiting Tips**

When prospective participants visit your post, make them feel welcome. See to it that post participants circulate among the prospects and encourage them to join. Get names, addresses, and phone numbers. Call them right after the meeting and invite them to the next meeting. Keep careful track of who came, and be sure they know you want them to join and when your next meeting takes place. Avoid any jokes about initiations or voting on new participants, because this might turn off prospects. The Advisor or associate Advisor might call the prospect's parents to tell them about the post and to encourage their son or daughter to join.

Recruiting new participants should be an ongoing process. Most posts experience a turnover in participation. Participants move, get jobs, or graduate and are unable to continue in your post. Watch your attendance, contact participants who miss two or three meetings, and continually encourage post participants to look for and invite prospects.