RECRUIT MEMBERS

Word-of-mouth is one of the most powerful tools but not the only one. Use your passion for Student United Way to strategically spread the word and get people on board.

APPROACH

- **Be ready to describe** briefly and clearly what Student United Way is and does. Review our “Describe Student United Way” downloadable for tips.
- **Be straightforward and honest** in talking with potential members. If they ask about the time commitment, answer them truthfully and mention how you all are committed to sharing the workload and the payoffs. If you're struggling with membership or activity success, don’t deny it but talk about the great potential for growth and your openness to new ideas. Give them the respect of knowing what they're getting into—you don’t want them to feel disillusioned by finding the group to be something other than what they were expecting. But you also don't want to drive them away before they've given the group a try. Highlight the positives!
- **Always collect email addresses**. This could be the link between interest and action.
- **Follow up** with interested students. Create a system to ensure no one falls through the cracks. Make it personal. Write down details after you meet interested students—their studies, activities, hobbies—and encourage them to apply their skills and interests to Student United Way.

OUTREACH

- **Start with your friends**. Encourage them to spread the word and bring their friends to the first few meetings. Focus on getting a dedicated core group. Once you have that, you can start to grow membership.
- **Classroom presentations** are a great way to reach people outside your friend group. Ask professors in your classes and large lectures if you can speak for 5-10 minutes before or at the beginning of class.
- **Department outreach** can help you recruit members with diverse interests and skillsets. Talk with the heads of the nursing department for students who will bring a rich health background. Connect with accounting department heads before organizing a tax-assistance project. Does your school have a social work or nonprofit major or minor? Bingo.
- **Set up tables** at organization fairs and near the dining halls around meal times. Hand out information, answer questions and take down email addresses.
- **Post flyers** around campus. Ask a graphic designer to help make them attractive, informational and consistent with United Way brand guidelines.
- **Social media**, if done well and consistently, can be hugely effective. Designate someone in the group to come up with a strategy and keep social media pages fresh. Check out our “Rock Social Media” downloadable for ideas.

You know you, so this shouldn’t surprise, but here are some thoughts on getting your peers involved.

Research shows college-age students typically get involved because:

1. They’re passionate about the cause or issue
2. They feel they could make an impact for a cause they care about
3. They want to connect with like-minded people
4. They want to utilize professional skills or expertise
5. Family or friends recommended the volunteer opportunity
6. They received a free ticket, t-shirt or other prizes

---

1 The 2013 Millennial Impact Report