



## BUILDING A RECRUITMENT PLAN

1. Start with identifying the overall goals for the chapter, which will lead the recruitment plan. A group aiming to be the exclusive honor society will look different from one that plans to be a large networking-focused group.
2. Who will you specifically target to join the chapter this year? Do you want to involve a particular segment of your institution that is currently missing? **(P.S. KDP welcomes all levels of education students!)**
3. Set the eligibility requirements for your chapter and [update the bylaws](#), if necessary.
4. Set a target for the number of new members to initiate. HQ sets a recruitment goal for you, based on the last 3 years of members registered. However, this doesn't necessarily capture the full scope of your recruitment abilities, especially if you expand recruitment efforts to include a new population of members or change your practices. **(TIP: A good base goal is at least 50% of your eligible student population.)**
5. Set a budget for costs associated with recruitment and marketing (such as printing, snacks for meetings, etc.).
6. Choose the date for initiation and determine the associated deadlines:
  - Determine the chapter's flexibility for deadlines and for collecting dues.
  - Schedule a make-up ceremony or email your RCC for a virtual option.
7. Decide on how and when you will measure your successes (e.g., "at 10 days of recruiting, have 15 registered members").
8. Determine marketing plans and timeline (resources available [here](#)):
  - Email **(TIP: Using reminders can greatly increase the invitation acceptance rate.)**
  - Flyers
  - Social media
  - Interest meetings
  - In-person discussions during classes
  - What else can your chapter think of doing?
9. Begin inviting and registering your new members for KDP, monitoring the pending applications in [MyKDP](#).
10. Initiate new members and celebrate your success!